

# PRINTERS' INK

Registered U. S. Patent.  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CIII, No. 1

NEW YORK, APRIL 4, 1918

10c A COPY



**T**HOROUGHBREDS, that's what they are! Shoe quality goes no farther. To look and feel and wear like NETTLETON'S is a distinction solely possessed by NETTLETON'S footwear extraordinary.

They are for men of fine discrimination, as may be inferred—for civilian and soldier. Sixty percent of the regular army officers wear NETTLETONS, and surely no class of Americans is so particular in the choice of footwear as your experienced American army officer.

Apropos of the military, the makers of NETTLETON are consulted by the Government in connection with high-grade footwear for special branches of the service. For over forty years they have been engaged in the manufacture of men's fine shoes exclusively. They are America's largest in that field.

The determination to advertise in a manner which would faithfully reflect the quality of their superior product led A. E. NETTLETON CO. to Advertising Headquarters by the same token which led Uncle Sam to shoe headquarters for shoe and leather knowledge.

## N. W. AYER & SON

### ADVERTISING HEADQUARTERS

### PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

## From One Advertising Manager To All Advertising Managers

"I WISH I could tell every Advertising Manager the kind of special service I have received from the Federal Advertising Agency, during these times of radical merchandising changes. I believe it unique, unusual, invaluable.

"When I consult with Federal directors at the Federal Problem Table I get a wealth of valuable suggestions and so much real help that I would like to tell every member of the advertising fraternity about it for the good of the cause \*

\* \* \* \* \*

*"Put it up to men who know your market."*

# F E D E R A L

## ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.  
Chicago, Ill.



Consultation  
without charge  
or obligation



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CIII

NEW YORK, APRIL 4, 1918

No. 1



## A Strong Campaign to Change a Luxury into a Staple

Wilson & Co. Map Out a Big Programme to Market a By-Product—Why No Retail Price Is Fixed

By G. A. Nichols

MANY problems of advertising and selling had to be solved during the evolution of the packing business into the great conservation agency that it is today. These problems had to do largely with disposing of the packer's by-products. They have been solved so well that by-products have multiplied and waste has been turned into profit.

The packers even have found out how and where to sell pigs' toe nails—sending them to Italy to fertilize olive trees. They pick out of cows' bladders gall stones worth \$75 an ounce and send them to the Orient where they are made into the world's finest Oriental colors. They cut tufts of hair out of cows' ears—it takes about five hundred pairs of ears to yield a pound—and then sell it at \$28 a pound to make the "camel's hair" brushes used by artists. They polish hogs' shin bones to sell them advantageously for the manufacture of toothbrush handles.

Not a thing that has a potential profit is thrown away. If there is no market or an insufficient market for it, then the market is developed and the demand is created. If the regular processes of manufacturing and merchandising are too slow, other speedier and bigger methods are brought out.

For instance, as was the case

with Wilson & Company last year, it may be a problem of finding a larger and steadier market for curled hair.

Now, Wilson & Company say they are the world's largest manufacturers of curled hair and its allied specialties. And it did seem when I visited the big Chicago plant the other day that about all the horse hair and cattle hair in the world was there being sorted, clipped and bundled for sterilization. The horse hair is shipped in from South America in huge bales. The cattle hair comes from the cattle that yield up their lives in the Wilson plant that customers may have good meat to eat.

For a long time Wilson sterilized, curled, cured and prepared this hair and sold it to manufacturers of fine furniture who wanted to impart unusual luxury to their club chairs and other upholstered products. They sold it to automobile manufacturers for motor-car upholstery. They sold it for refrigerator car installation and for use in making saddlery products. They sold it for the making of highest grade mattresses, box springs and pillows.

But they found they could produce much more curled hair than they could sell. The business, though large, had to be held in by the limitations of manufacturers.

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Publication  
not charge  
digestion

So they started some big things in manufacturing, advertising and selling which now, they say, are going to provide them an adequate market for their tremendous quantities of curled hair.

Wilson's production of curled hair overtopped the sales because curled hair was a luxury—something for the comparative few.

A curled-hair mattress gener-

great but not great enough. We had to accommodate our production to that of the manufacturers to whom we sold. We could not use our own selling and advertising organization to increase our business in curled hair because we did not sell curled hair products in their finished form.

"We saw in the intensive development of the mattress business an opportunity to dispose of

## ANNOUNCING A NEW AND BETTER HAIR MATTRESS

by Thos. E. Wilson

We have waited for much more than a year before announcing our "Restgood" mattresses in such a manner as this. We have waited upon being sure that these mattresses are beyond comparison. It was easy enough to make a mattress that would sell. But to produce a mattress of the class and kind which the public would expect from our institution was a different proposition.

Today we feel perfectly safe in introducing Wilson's "Restgood" Mattresses. We do not believe that there ever was such a curled hair mattress made or sold. We believe we are safe in saying that our "Restgood" mattress, made by our exclusive process, is more durable, will give better and longer service, and will give the sleeper more comfort than anything heretofore offered.

We make our own curled hair—in the greatest curled hair plant in the world, and in the best-equipped one. I think that our curled hair exports leave more about that product than any other man. I know that they do their work well.

We have insisted upon value in this mattress. Each "Restgood" mattress contains forty pounds of high quality, new, sanitary, curled hair. This is secured in coverings of heavy drill in many striped designs, or in very handsome art fabrics.

Nothing could be purer, or cleaner or more sanitary than the curled hair itself. The value of the mattress is increased by the workmanship spent on it—the triple-stitching and the "Impregal Roll." Everything that contributes to yielding elasticity, handiwork and wearing value is in this mattress.

We did not set out to make a high priced mattress, nor yet a cheap one. Our aim was to make the ideal mattress, and have its price on the cost of materials and labor.

The Wilson "Restgood" Mattress is sold by good dealers everywhere. Some dealer in your city so doubt handles the "Restgood" line of mattresses, has springs and pillows.

If your dealer does not carry it, or cannot supply you write us.

The main point to remember is that the Wilson "Restgood" mattress and similar products bear all the good faith and all of the guarantee that is symbolized in the Wilson & Co. trade-mark.

Thos. E. Wilson



ADVERTISER FEATURED AS THE AUTHOR OF THIS COPY

ally has been regarded as a family treasure to be handed down from generation to generation. Don't you remember how proud your mother was of that hair mattress on her best bed?

"The classing of curled hair products as luxuries to be had only by the elect," said B. H. Blocksom, manager of the curled-hair factory, "placed an iron band of restraint around our curled hair business. We had to wait on a demand which was

tion we decided on some radical steps: (1) to manufacture on a large scale hair mattresses, box springs and pillows; (2) to produce them at a price that would take them out of the luxury class and make them staple for all the people; (3) to carry out a smashing advertising campaign to let the merchants and the people of the country know about the new deal in mattresses.

"This was the perfectly logical step for us to take. In handling

curled hair in vastly greater quantities. But when we tried to develop the idea we ran into all sorts of difficulties. The hair mattress was a luxury. To make these mattresses in any quantity and stock them was regarded as business heresy of the most pronounced type. A manufacturer would welcome an order to make a mattress according to special specification. But when it came to making them up in quantities and offering them for sale the same as felt mattresses, he balked. It was tying up entirely too much money in an untried proposition, and he did not like the looks of it.

"In this situa-



# MARION HARLAND

AUTHORITY ON HOME ECONOMICS

## RETURNS TO THE CHRISTIAN HERALD

That will be good news to the 300,000 readers of the Christian Herald, and better news to American food advertisers.

For there is no better link between the American home and the manufacturer or purveyor of food than Marion Harland. For two generations this woman has been an authority upon everything that pertains to the selection, cooking, and serving of food.

"Common Sense in the Household," "The Cottage Kitchen," "The Dinner Year Book," "National Cook Book,"

"Breakfast, Luncheon and Tea," and "Marion Harland's Complete Cook Book" are text books in all American kitchens where good food is bought and served.

Marion Harland is eagerly returning to her old field of work in full confidence that she can be of important national service in connection with our present policy of Food Conservation.

The Christian Herald and Marion Harland will again combine to make life better in more than 300,000 American homes.

Marion Harland's first article will appear in the CHRISTIAN HERALD for April 24—a special Grocery Number. Food advertisers should reserve space immediately.

# CHRISTIAN HERALD

*75% Circulation in towns under 10,000*

Bible House

New York

the whole proposition ourselves we were able to cut out a number of profits and thus get the hair mattress to the ultimate consumer at a price he could afford to pay. Before we began making mattresses the curled hair would have to be packed, put in our wagons, shipped, unloaded, unpacked and put into the works in some distant factory. Now instead of all this the hair is merely taken to another part of our own modern factory—a journey of only two or three minutes—and there made into the mattress. We effect another notable saving in that we sell direct to the retailer, thus eliminating the jobber's profit. These things have to be thought through very carefully and applied even more carefully. Some yield a notable saving, and some an insignificant saving. But all told, they have enabled us to take the hair mattress out of the luxury class and make it a staple."

All these preliminaries arranged, Wilson & Company began manufacturing its "Rest-good" mattress on July 1, 1917.

The advertising and selling campaign is now on in full force. The company promises retailers that this is going to be one of the most complete and effective campaigns ever put on for a proposition like a mattress.

The selling is done through the retailer. Yet a large part of the advertising is addressed to the consumer.

#### WORK PRELIMINARY TO ADVERTISING

The first step in the campaign was to circularize a carefully selected list of 18,000 retailers, outlining the mattress proposition in detail and telling the confidential details of the big national advertising campaign. This was to form a background for the special efforts of the salesmen to come later.

Manager Blocksom then "sold" twenty-six salesmen on the idea that "Restgood" mattresses were staples and not luxuries and sent them out on the road full of enthusiasm. They were to tell re-

tailers about the elaborate campaign the company was to give them both in the way of national advertising and in dealer helps.

They found the dealers skeptical about the advertising end of the deal. They found that promises to co-operate big in a national advertising way had been made before, and did not always come up to specifications. This objection, however, was soon eliminated on account of the prestige of the Wilson name. The dealers quickly saw the force of the statement that Thomas E. Wilson would not back a proposition other than one meaning exactly what it said.

The next difficulty was in inducing the retailer to stock the mattresses. This was met by showing them that the company was not going to control the retail price of the mattresses, and that the wholesale price was remarkably low; also that the company would back them up to the limit in the way of creating a market.

Meanwhile the national advertising began. On March 16 there appeared in a national weekly a page ad entitled "Announcing a New and Better Hair Mattress." This was signed by Thomas E. Wilson as president of Wilson & Company.

Other page advertisements on the mattress proposition in this publication are scheduled for early dates. The same series of ads was scheduled for a woman's publication in the issues of April, May and June.

A number of similar ads will appear in a miscellaneous list of national mediums as the campaign progresses.

These ads are all addressed to consumers. The idea is to sell the curled hair mattress idea to the people who use mattresses. The people are told that their dealer will supply them, but that if there is no dealer in the town from whom they can buy "Rest-good" mattresses, literature and information will be sent direct from the factory.

Each consumer ad contains an

# Responsiveness and Confidence

ONE feature of The AMERICAN WOMAN which holds much that is of particular interest to our readers is the Health and Beauty Department conducted by Eleanor Mather under the heading "Making the Best of Yourself."

Within a recent period we have had occasion to make approximately 7,000 recommendations of standard trade-marked goods in connection with our Health and Beauty Department. These recommendations were in answer to personal letters asking for specific information regarding Toilet Articles, Tonics, Foods and such miscellaneous articles as Corsets, Rubber Garments, Electric Curlers, Razors, Mineral Oil and Waists.

This is but an additional indication of the responsiveness of our readers to advertising and their confidence in our judgment is a source of particular gratification to us.

## THE AMERICAN WOMAN

Circulation 500,000  
Guaranteed Net Paid

Applicant for Membership A. B. of C.

*Western Advertising Office*

W. H. McCURDY, Mgr.

30 N. Dearborn Street, Chicago, Ill.

*Eastern Advertising Office*

WM. F. HARING, Mgr.

Flatiron Building, New York

offer to send a beautiful art board cutout doll bed in full colors to anybody who will send ten cents for packing and postage. The person is asked to clip the coupon from the ad and send it along with the doll-bed order. This coupon has a space for the dealer's name. It costs thirty cents to produce the doll bed, and thus the consumer gets something that is highly pleasing, and that makes good advertising for "Restgood" mattresses.

Along with the bed is sent some advertising matter boosting "Restgood" mattresses and pillows.

The dealer is being advertised to through a number of business journals. The opening message in the dealer direct advertising campaign was to reproduce the first general medium ad, containing Mr. Wilson's initial announcement. It was explained that this ad was only a part of the national advertising campaign designed to put "Restgood" mattresses permanently on the market.

Hotels are being advertised to through a hotel paper, and hospitals are being reached through a hospital publication.

#### THE SECOND PHASE OF THE CAMPAIGN

This will take care of the advertising up to July 1 and disposes of the first section of the national campaign. The next section will begin on September 1 and will take in prominent consumer and trade mediums. The fall campaign, according to present plans, will be larger than the present one.

In selling the retailer on the "Restgood" proposition great stress is laid on the national advertising that the company is going to do. The dealer is furnished with a prospectus giving life-size copies of the various advertisements to be used in the campaign and telling exactly when and where the ads will be run. No effort is spared to impress the dealer with the fact that the company is out to create a big mar-

ket for its mattresses, and that the name will become familiar to everybody who buys beds and bedding. The dealer, in other words, has but to open his store to the mattresses and he can sell them very largely upon the advertising campaign executed and paid for by the makers.

A complete plan of dealer co-operation has been put into operation to supplement the good effect of the national advertising. In this respect the best efforts of the company's advertising department are at the disposal of their customers without charge.

A fine cutout window display is provided. This consists of a three-panel background, a large display sign, and a bed with a facsimile reproduction of the "Restgood" box spring and mattress upon it. The cutout is lithographed in seven colors.

A store and street-car display card also is provided. This is of the standard size used in street-cars and contains space for the dealer's name. As many of these will be provided as are required.

Another advertising help is a decalcomania window transfer. With this the dealer can put the mattress message on his windows in blue, red and gold. A series of six ads that can be had in one, two or three column electrotypes also has been arranged for. There is a mortise for the insertion of the dealer's name in type.

No charge is made for any of the advertising or display helps mentioned. The dealer is told that he can go as far as he likes in the use of them.

Still another interesting example of co-operation is afforded the dealer.

Any inquiries that the company gets from the consumer advertisements are, of course, followed up at once. Advertising matter is sent direct, and then the name of the inquirer is furnished the merchant. If there is no dealer in the town from which the inquiries come they are then used as selling arguments.

*(Continued on page 152)*

*"Internationally Famous"*

**The Providence Journal**  
has been known for years  
as the Rhode Island Bible  
because of its authority and pres-  
tige. Its tremendous reader  
influence makes it a most effec-  
tive advertising medium.

**The Rhode Island Market** con-  
tinues to develop on a substantial  
basis. Recently several new in-  
dustries have located in Provi-  
dence which will add thousands  
to the 117,000 operatives now  
earning high wages in Rhode  
Island Mills. You can reach  
them effectively through the  
Providence Journal.

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**The Providence Journal Co.**

PROVIDENCE, R. I.

Representatives CHAS. H. EDDY CO.

New York

Boston

Chicago



# Illegal Use of Copyrighted Matter in Advertising Literature

No Change Contemplated in the Law

STEVENS & COMPANY, INC.  
Manufacturers of  
STEVENS QUALITY OPTICAL GOODS  
PROVIDENCE, R. I., March 20, 1918.  
*Editor of PRINTERS' INK:*  
Will you kindly advise regarding the following copyright matter:

Is my understanding correct, that we have a right to reproduce copyrighted matter, provided we give due credit of the copyright? This applies especially to matter taken from newspapers and magazines, for use in our internal house-organs, which are not sold, but are distributed among our employees and members of the optical trade. If we pursue this policy, are we liable to action?

If we reproduce matter from a magazine, newspaper or other piece of printed matter where the entire portion from which it is taken is covered by a general copyright, would we be liable to action, where the publication receives credit?

I understand there has recently been some change in the copyright laws as applied to the foregoing, and would appreciate any information or advice that you have on this subject.

STEVENS & COMPANY, INC.,  
W. C. VAN BERGEN,  
Advertising Mgr.

There has been no recent change in the U. S. copyright laws, as is the impression of our correspondent. Indeed, there has not been in years any amendment of the copyright statutes that confers any new privilege with respect to the unauthorized reproduction of copyrighted matter. Under the existing status—and there is no contemplation in Congressional or Governmental circles that it will be changed—the advertiser who ventured to reprint matter covered by copyright without the formality of obtaining permission would be placing his head in the noose. To put it more politely, he would have to rely on the good nature of the copyright owner. Indulgence in such liberties is distinctly not a “safety first” policy and is not to be recommended, however laudable the intent in making reproduction.

The situation was concisely stated by Thorvald Solberg, U. S.

Register of Copyrights, when the inquiry to PRINTERS' INK was brought to his attention. Said he: “A copyright is personal property and should be respected just as would any other form of personal property. It does not excuse trespass that an innocent or even a useful purpose is served any more than it would excuse a man who, having found a sum of money on the street, made no effort to make restitution, but devoted the funds to some charitable purpose. Under such circumstances the court would be likely to inquire, ‘But did you make any effort to find the owner of the money?’ and the courts are likely to take somewhat that same attitude with respect to unauthorized appropriation of copyright.”

There is no justification in law or fact for the supposition of our correspondent that one is entitled to reproduce copyright matters so long as due credit is given. To be sure, this is an assumption that has often been acted upon without serious consequences to the reproducers, but there is no warrant for it in the copyright laws. Possibly the impression of our correspondent has been induced by the fact that in actual practice it has usually been held that brief quotations of copyrighted matter, say a sentence or a paragraph, do not, where the protection covering the original is duly acknowledged, constitute a basis for an action for infringement of copyright. Under such circumstances book reviewers have been condoned in the quotation of as much as half a page from a copyrighted book. The great danger, as Register Solberg points out to PRINTERS' INK, is that a person will exceed this limited license.

In the case of an advertiser's house-organ it seems impolitic to take possession of another's prop-

# Why Billy You Need a Shave



says Mother the morning I was packing up for a week-end visit. She was sort of looking me over for final inspection and I guess that fuzz on my lip and on the tip of my chin was pretty noticeable. Said she never realized I'd grow up and have to shave like a regular man.

Get shaved at the station, says Mother, sort of sighing in her mother-way. Thanks, I will, and I did. And, Mother, I added, can't I buy one of those Alledge razors and take it with me? Sure, I know how to use it. Been reading all about them in The American Boy. Can't cut you, makes your face clean-as-a-whistle in jig time. Please let me buy an Alledge, Mother? I've watched Dad shave lots of times. I know how all right.

Mother thought a minute, then she said that as long as Father had said my judgment was pretty good picking out the right kind of things that were advertised, why, go ahead and get an Alledge on my way down town. And, I did. Gee it's a bully razor. Dad's got *his* eye on it now! Says that Alledge is the smoothest piece of work he's seen yet and that I am pretty smooth myself, picking things out!

**BILLY BYER.**

To be continued in the April 18th issue of  
Printers' Ink.



## THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in all the World."

500,000 boys read The American Boy.

They or their parents pay \$1.50 a year for it—buying power!

They average 15½ to 16 years old—buying age!

They have much to say about family purchases—buying influence!

The American Boy goes into 225,000 of the best homes in America—leadership!

"Where there's a boy there's a family."

Member A. B. C.

## THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE  
E. S. MURPHY, Manager  
125 Fifth Avenue  
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.  
DETROIT, MICHIGAN

WESTERN OFFICE  
J. P. ANDERSON, Jr., Manager  
1414 Lynde Building  
CHICAGO, ILLINOIS

erty without so much as saying "by your leave," when, as a matter of fact, the average publisher of a newspaper or magazine will be quite willing to give permission for the reproduction of copyrighted contents, if permission is asked, and may even feel flattered by the request. If an advertiser has taken copyrighted matter from a magazine or other periodical it does not lessen his responsibility, as our correspondent seems to think possible, in the event that the property is protected only by the general copyright covering the entire contents of the number instead of by a specific copyright applicable to the individual article involved. Neither can it be said to alter the case that a publication which has thus lifted a portion of the contents of a magazine is not sold but is distributed gratis. This point would really have no bearing in the case, but for the matter of that it may be recalled that the courts have held that house-organs are published "for profit" or in the expectation of ultimate gain even though no copies be sold to readers.

Register of Copyrights Solberg, in casting about for a possible explanation of our correspondent's impression that there has been a change in the copyright laws, remarked that the inclusion of copyrights within the provisions of the Trading with the Enemy Act approved by Congress October 6, 1917, has been responsible for extensive misconception. Many persons, he related, have erroneously gained the impression that this new law empowers them to reproduce at will, without permission or payment, the matter protected by copyrights in the names of alien enemies. As a matter of fact there has been no such change of status. The United States Government is empowered under the act to take possession of German copyrights, but nothing has been thrown open to appropriation. Finally, it may be observed that there seems to be something in a war-time atmosphere that makes for agitation for relaxation of copyright

restrictions. In proof, it may be cited that various persons have written, lately, to Washington urging an amendment to the copyright laws that would, in the interest of a wider dissemination of war knowledge, authorize American newspapers to reprint at will the contents of copyrighted books, magazines, etc. Of course, no such action is contemplated.—  
[Ed. PRINTERS' INK.]

### Meredith Guest of British Government

E. T. Meredith, publisher of *Successful Farming*, Des Moines, is one of the thirty prominent citizens of the United States invited to be the guests of the British Government for two months, to witness what Great Britain is doing to win the war. At the request of the British Government, President Wilson selected the members of the commission.

The party sailed recently, and it is expected that they will visit France before returning home. Most of their time abroad, however, will be spent in an inspection tour of industrial Britain.

### J. W. Davidson with Butterick

J. W. Davidson has associated himself with the Butterick Publishing Co., New York, and will work in the New York State territory. Mr. Davidson was with *Leslie's Weekly* for several years, as space salesman, and prior to that with *Outing Magazine*, New York.

### Linehan With "Good Housekeeping"

James R. Linehan, for several years with *Woman's Home Companion*, New York, and lately with *Mother's Magazine*, has become associated with *Good Housekeeping*, New York. He will represent that magazine in New York and Pennsylvania.

### John A. Murray Again a Representative

John A. Murray, for many years in charge of the advertising of *Ave Maria*, Notre Dame, Ind., has been appointed advertising manager of *The Messenger of the Sacred Heart*, New York.

### Kimball in the South for "Vogue"

Maurice Abbott Kimball, who has been handling New York State accounts for *Vogue*, New York, has been appointed Southern representative of that publication.

PRINTERS' INK



# Plan to be in Cleveland

between

## April 29th and May 4th

*The displays assembled for Business Paper Week will be a liberal education in one of the most nationally useful departments of the publishing industry.*

### Publishers:

*Your display will not only strengthen the group-message, but will forcefully benefit your own paper. 80 per cent. of the space is already allotted. Wire for option on space.*

### Advertisers:

The displays will aid you materially in planning your future campaigns in the business publications. Both the "why" and the "how" of business paper advertising will be covered in the constructive displays. Nationally-known advertisers and editors will address you at the noon meetings Wednesday and Friday. The Ad Club itself will hold "open house" for you.

**C** **Business Paper Division**  
**Cleveland Advertising Club**  
**Hotel Statler · Cleveland**

*A higher voltage*



The Erickson Company  
381 Fourth Avenue New York City

Mr. Guy F. Minnick  
McClure's Magazine  
New York City.

March 27, 1918.

Dear Mr. Minnick:

Thanks for the bound volume of McClure's.

I am sure I will appreciate the next volume of McClure's more than any volume of any magazine I possess, since it will be the one to be preserved and treasured for my children. It will show them the best that was in us (our generation) in this year of the great Crisis.

You have a much higher voltage on your wires than I thought it possible to carry on any publication's wire. Really I have had a new experience in reading McClure's which I have tried to describe to some of my friends. I never suspected what power could be put into the printed page.

With best wishes for the success of the McClure's staff personally and the magazine as a property, I am,

Very sincerely yours,

CTS/MS.

# Contents for May McClure's

## Licking the Huns!

Edited by H. C. Witwer

Illustrations by W. T. Benda

## "You Are Invited to Be Present"

George Barr McCutcheon

Illustrations by Tony Sarg

## "Higher Up"

Arthur Somers Roche

Illustration by James Montgomery Flagg

## The Uncivil War

Porter Emerson Browne

Illustrations by Peter Newell

## The Third Generation

Marie Manning

Illustration by W. H. D. Koerner

## Wild Apples [*Serial*]

Anonymous

Illustration by C. E. Chambers

## Reveille [*Poem*]

Robert Gilbert Welsh

## The Girl He Didn't Leave

## Behind Him [*Poem*]

Arthur Guiterman

Pictures by Lejaren A. Hiller

## Slandering the Red Cross

Gelett Burgess

## The Burdens of the Republic

Harris Dickson

## Matching Submarine Wits

Simon Lake

Illustrations by J. O. Todahl

## Midnight in Russia

Lincoln Steffens

Illustrations by Wallace Morgan

## "This Is the Life!"

Anna Steese Richardson

Illustrations by Thomas Fogarty

## Two Wives [*Serial*]

Ernest Poole

## The Milk Bottle and the War

Mabel Dulon Purdy

## The Chattering Destroyer

Waldemar Kaempffert

## The "My America" League

## Words and Deeds

Paul Tomlinson

## Cover by Neysa McMein

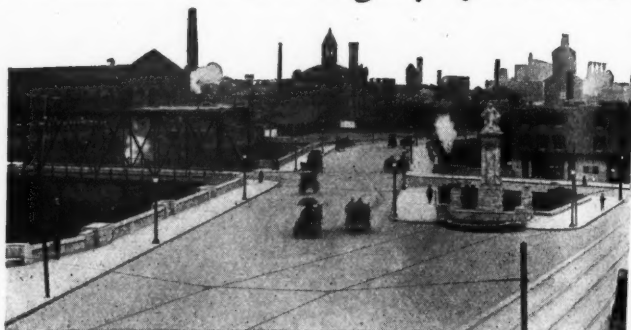
[*of The Vigilantes*]

Reflecting the spirit of the  
Nation



# The "Fallsway" Baltimore

## Successor to the Unsightly "Jones Falls"



Looking South from the Junction of The Fallsway and Guilford Ave.—Commemorative Fountain in Foreground

"JONES FALLS," once malodorous, destructive, now flows through sanitary conduits beneath as fine a concrete boulevard as ever gave avenue to expanding traffic and relieved a city of an eyesore. "The Fallsway" cost approximately \$1,000,000.00 to build and is a monument to engineering skill and municipal efficiency second only to the great Baltimore sewerage system itself.

Baltimore, sometimes called "the cleanest city in the United States," has many other monuments to the aggressive and progressive character of its citizens. The enormous, rapidly growing circulation of *The NEWS* is one of these, attesting in no uncertain terms the preference for a paper which so vigorously mirrors these cardinal Baltimore characteristics.

NEWS circulation is now by many thousands the largest of any paper in Baltimore, with a sale throughout Maryland on its out-of-town edition in the morning that is rapidly expanding. Whether you make can openers or concrete mixers—if you have goods to SELL, try Baltimore.

*For More Baltimore Business Concentrate In*

# The Baltimore News

Net Daily Circulation for March 109,179

Net Sunday Circulation for March 114,694

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Frank A. Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago



# Vanished Markets, or What Might Have Been, If—

Who Knows the Big Names That Would Now Be with Us, Had They Had the Will to Win?

By Robert Stewart Kennedy

[EDITORIAL NOTE: A man, who is exceptionally well-informed about the marketing of automobile accessories, read this article and said: "The article is 60 per cent right and 40 per cent debatable. I recommend you print it." Done. It is often highly instructive to reopen an old chapter of advertising and to try to reconstruct the ending.]

THIS is the story of a newly discovered force in advertising.

Its principle is as old as gravitation, but its application is as new as the lifting wings of an airplane.

It took centuries for man to learn how to fly—and now after all, see how simple it is. So it was with this new force of advertising—"Keeping the Public Sold."

Had this force been better understood years ago, many things to-day would be different. At least, many of the good things of former days, that this generation knows very little about, would still be with us: the steam automobile would never have gone out of date had the public been kept sold on steam, for it took a lot of hard work to convince the people of that day that gasoline was the real thing; and likewise the good old bicycle days might still be with us. So it goes, but the fact is if you don't keep the public sold it soon forgets you, and you are left alone in a cold, cold world to fight your own destiny as best you can.

Such conditions are happening every day, in every line of business and especially in the automobile industry. Many interesting stories could be told of men and firms who had the first chance and the big opportunity, but who passed it up to their competitors just because they would not recognize this new order of things in business and modern advertising—"Keeping the Public Sold."

One of the first automobile accessories ever advertised was Veeder speedometers. This was about 1903.

Back in the old bicycle days the public was 100 per cent sold on Veeders. In fact you couldn't think of a cyclometer then without seeing a mental picture of a Veeder. That's the position Veeder held in the bicycle industry, but where is Veeder to-day? Who knows about them? Why did their popularity die out? The answer is, not "keeping the public sold"; and yet remember the Veeder speedometer was the first speedometer advertised to the then (1903) new but fast-growing automobile industry.

## THE CASE OF SPEEDOMETERS

Jones came along with his speedometer after that, and for a time it looked as though Jones' speedometers were going to dominate the automobile market, but somehow or other Jones, like his predecessor didn't possess that vision to see that the big thing at that time was not so much advertising to create sales, as it was advertising to "keep the public sold." A man did come along with the right kind of vision, however—his name was Stewart.

Stewart speedometers now dominate 95 per cent of the automobile speedometer trade to-day, but nevertheless they don't lie idle on their oars and let things drift.

A fortune is invested every year "keeping the public sold" on Stewart speedometers, they never let down for a minute.

Waltham, Jones, Corbin, Brown, Hoffecker, Sears, Cross, and a dozen others have tried to get into the speedometer game, but the Stewart people have kept the public so completely sold on

Stewart speedometers that no one else even has a look in.

Likewise Willard keeps the public sold on his storage battery, and does it so successfully that 90 per cent of the cars that carry storage batteries carry a Willard.

Twenty years ago when a product dominated its market you would have been thought a wild spendthrift if you had suggested increasing the advertising more and more each year.

The rule then was to reduce the advertising as your product became known and its position occupied a big place in its respective field, but that day has gone.

You don't find Stewart and Willard cutting down their advertising just because their products dominate their respective fields.

Willard last summer, you may remember, took a \$5,000 page just to tell the users of Willard Batteries not to let the water in their batteries become too low.

That's keeping the public sold with a capital "S."

Willard knows in order to keep Willard batteries sold they must always be in first-class condition—ready to give forth their energy when called upon. If they fail to perform their work all the advertising in the world cannot keep them sold, and that's the great desire to-day with every live concern. If you can accomplish this, future sales will come in automatically.

You might have thought that Edison would have captured the automobile storage battery business of this country, but he did not. It took an unknown outsider to do it—Willard was that man.

#### THE UPS AND DOWNS OF MAGNETOS

This story of "keeping the public sold" would not be complete if we did not review the past results of the magneto manufacturers.

Here is a group of manufacturers who only a few years ago had the automobile ignition business all to themselves. It was theirs for the asking; in fact, the business came so easy that their only big problem was how to fill

orders as fast as they came in.

All this happened about 1908 to 1913.

During these years the public was completely sold on the magneto. Rather than own a car without one, they were willing to pay \$100 extra so as to have a magneto on their cars. Then, after the public demand became so great, every car was equipped with a magneto as standard equipment.

A car in 1911 that was not equipped with a magneto was not considered ready for the road—that's how thoroughly the public was sold on the magneto as a system of electrical ignition for gasoline motors.

Bosch, Eisemann, and Splittdorf represented the whole thing in those days—and by the way, that's only a very few years ago—but where are they to-day as far as being big dominating factors in the automobile ignition field?

Even Packard has gone back on the magneto in favor of the battery ignition system. If I remember correctly, it was Packard that first adopted the magneto as standard equipment back in 1905 or 1906.

What was it that caused the slump of the magneto?

If you should ask any magneto man, he is apt to tell you that it was a matter of price, that the battery ignition people offered the car manufacturers their systems at a price no magneto could be sold for, but that's not the real reason when you analyze it.

The only reason why magnetos are not more in use to-day is because the public was not kept sold on them as being the most efficient and most positive form of automobile ignition, which no doubt they are.

Price has nothing to do with it any more than it did in 1910, when the public was willing to pay \$100 extra for magneto equipment on their cars.

It's not a matter of cost, it's a matter of selling the public on an idea and then cost becomes a matter of secondary importance.

If the motor-buying public of

to-day was sold on the magneto as completely as it was in 1910, every buyer of a 1918 car would demand magneto ignition, and so the magneto would have to come back in universal use again.

Back in 1911 every car of any note at all was equipped with a magneto—and every other car you passed on the road carried a Bosch magneto. Out of 149 models, 106 were Bosch equipped, twenty-five had Splitdorfs—twelve had Remy and six Eisemann.

In other words, in 1911, four manufacturers controlled the automobile ignition business of America. But they didn't control it very long, just because they could not see the wonderful power of "keeping the public sold." To them it no doubt looked like a waste of good money to advertise extensively when they were receiving more orders than they could fill.

While we're on the subject of magnetos, I can't help referring to the wonderful opportunity that Splitdorf let go by only a year or so ago, when it did not take advantage of "keeping the public sold" on Splitdorf magnetos.

The story is this: About two years ago Splitdorf secured the largest contract ever given to a magneto concern. The contract was to supply all Overland cars.

The Overland company took pages in all the leading motor publications and large space in the newspapers to inform prospective buyers that while other medium-priced cars were only equipped with the cheaper battery ignition system, Overlands were still being equipped with a true high-tension Splitdorf magneto.

This appeal was based on the theory that the public was sold on magneto ignition. Could any time have been more propitious for Splitdorf to start an advertising campaign to "keep the public sold" on magneto ignition in general and Splitdorfs in particular?

But it didn't take advantage of this opportunity, and so when the next year came around for the buying of an ignition system for

Overland cars, the public was not sold on Splitdorf magnetos, or in fact on magnetos at all.

This the Overland people had found out, so they adopted a battery-ignition system—the Connecticut.

The public was no longer sold on the magneto, so why pay the extra price?

As Overland cars are going out at the rate of a thousand a day, it is evident that this business would have been worth every cent it would have cost to have kept the motor car buying public sold on Splitdorf magnetos, just as it has paid both Stewart and Willard. If you care to investigate you will find that Overland cars are still equipped with Stewart speedometers and Willard Storage Batteries, and the best part of it is that the Overland people are proud of the fact that such well known accessories as these are part of every Overland car. That's the reward of "keeping the public sold" on your product, even when you control 90 per cent of your market as do both of the above concerns.

"Keeping the public sold" by advertising is a sort of new form of business insurance, and it's working out in practice better and better every year. Yet there still exist successful concerns that are not taking advantage of their present success by investing some of their profits to "keep the public sold" on their products.

Take for example the wood wheel manufacturers. What have they done to "keep the public sold" on wood wheels for automobiles?

Nothing, until about a week ago when the world awoke one Thursday morning to read its Saturday Evening Post and lo! and behold there before their very eyes was a full-page advertisement in big black bold type—"wood wheels for motor vehicles."

But why did the wood wheel manufacturers wait all these years? Why did they allow the wire wheel people to have the last five years of propaganda all

to themselves? It is another case of being contented to drift with the tide. As long as the drifting is good, and the world runs along like a song, fine. But there comes a day when the clouds of storm appear in the sky and the tide heads straight for the rocks. In a time like this it is either a case of sitting calm and going down with defeat, or pulling hard against the tide to a harbor of safety and success.

This is what so many self contented concerns have done in the past and are doing to-day.

With the above picture in mind it will be interesting to see if the tide of public opinion already set in motion by the past five years of wire wheel advertising can be stemmed by the newly created force of wood wheel publicity. If the wire wheel wins, it will be another great lesson to the advertising world that "Keeping the Public Sold" is an easier and more profitable job than fighting back for what once was yours.

It was just a little over a year ago that the president of one of the oldest and most prosperous wood wheel concerns tried to get the other manufacturers to meet him in New York so as to form a sort of association for the future success of the wood wheel industry.

What happened? Nothing. They were too busy. Their factories were running overtime to keep up with incoming orders. The same condition existed with the magneto manufacturers only a few years ago. They were too busy filling orders to bother with such a mere trifle as spending good money just to keep the public sold on magnetos. This indifference may be the answer why Bosch magnetos were standard equipment on 106 makes or models of 1911 cars, and on only eighteen models this year, and likewise why Splittorf was found on twenty-eight 1911 models and on only two for 1918.

Evidently a year of thought has changed the minds and broadened the vision of the wood wheel manufacturers, for about a month

ago they held a meeting in New York, the outcome of which was the formation of the Automotive Wood Wheel Manufacturers' Association. So at last the "wood wheel" is to be sold to the motorists of this country, a little late, but "better late than never."

The real time to have kept the public sold on the wood wheel would have been back in 1913 when Houk started selling the public on the wire wheel idea. To-day, Houk wire wheels are all the rage. All the best cars have them, and that means that every car will adopt them sooner or later if something is not done to offset their growing vogue.

Now for some more figures. In 1912 no American motor car was standard equipped with wire wheels, yet to-day thousands of cars are running on them. It has become a great big industry and yet you might say there is no logical reason for the wire wheel and many reasons against them.

You can't tell what will happen when the public gets sold on an idea—but the wire wheel industry is growing and growing fast.

It's quite a record when you look back only a few years to 1912 and think that no cars then were equipped with wire wheels, and yet sixty-six models of 1918 cars are offering wire wheels to their customers.

Houk wire wheels are another product that dominates at least 90 per cent of the market, and yet are advertised not only for creating sales, but to "keep the public sold."

It's an even bet that once the public becomes thoroughly sold on the wire wheel, the wood wheel will become unpopular, and as the magneto, fall back into second place, if not go out of use altogether.

There's just one thing you must never forget about this new force of advertising. Whatever you do must be done with an unselfish motive; you must forget for the time both yourself and your product and think only of the man who has a use for your goods—how they will benefit him and the good he will derive from them.

## Every Manufacturer Makes This Product—None Can Ever Be Over-sold On It

Whatever else a concern may produce, whether it be steel billets, electric motors, automobiles, pins and needles or what not, there is one thing which all are making in common every day.

That product is *public opinion* among buyers.

There is scarcely a single action of the company or any of its representatives that does not add to or subtract from the quality of esteem, confidence or good will in which the company or its goods are held by the persons (whether many or few) who are or may become customers.

No seller of goods can by any possibility escape this manufacture of opinion in his public.

He cannot escape its consequences.

He *can control the quality* of that opinion in two ways: First, and most important, through his *acts* in making his policies, service, quality of product and personality bring superior satisfaction to those with whom he comes in contact.

Second, by *interpreting* those policies, services, qualities and personalities to his whole field of possible customers. By projecting the value of these things so that all possible buyers may see, *understand* and appreciate them. This can be most effectively done by intelligent advertising.

The concern that endeavors to direct and control public opinion towards itself and its products should clearly bear in mind the following fact.

Public opinion is a continuous force. It never lets up its pressure. It grows increasingly helpful or hurtful according to the degree to which it is enlightened or neglected. It is always changing for better or worse. It never stands still.

Its influence on a business is not affected by reason of business being relatively good or relatively poor.

Its value to a concern is just as important regardless of whether that concern is oversold or undersold.

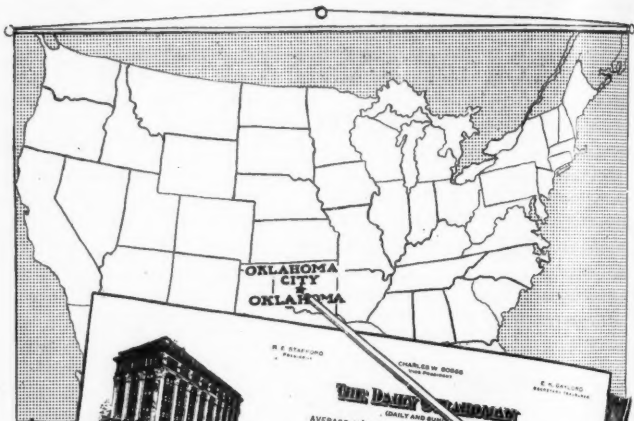
No matter how much a concern may be "oversold" on its physical product it can never be oversold in the good opinion of its field of buyers, or in their confidence and good-will.

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

<i>Power</i>	<i>Coal Age</i>	<i>The Contractor</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Engineering News-Record</i>
<i>Electric Railway Journal</i>	<i>Electrical Merchandising</i>	
<i>Engineering and Mining Journal</i>	<i>Metallurgical and Chemical Engineering</i>	

*Members of Audit Bureau of Circulations*



OKLAHOMA PUBLISHING COMPANY  
15 East 26th Street,  
New York, N.Y.

E. Katz Special Advertising Agency,  
15 East 26th Street,  
New York, N.Y.

Gentlemen:-

As we have just brought to a close the most successful advertising year in our experience, we feel that we should congratulate you on your untiring efforts in making our foreign advertising figures for 1917 show such a wonderful increase over any previous year.

Your organization has represented our publications for a great many years in the foreign field, and we know that your one thought has always been to add strength and prestige to your organization, the same as we have done our best to add pulling power, circulation and prestige to our publications. Advertisers and agencies have learned that they can depend on any statement that we may make direct, or may be made by any of your representatives, and these methods have proven to be everlasting.

The way foreign business is starting out in 1918, in all of our publications, gives us every reason to believe that you continue to increase your efficiency and that our proportionate increase will be even greater than that of 1917.

Wishing your organization every possible success, which we know you will have the coming year, we are

Yours very truly,

THE OKLAHOMA PUBLISHING COMPANY.

Chas. A. Boggs  
Business Manager

CWB-G

Do you  
use  
photographs  
Chas. A.  
Boggs,  
Business Manager  
of the  
Oklahoma City  
Times?

E. K a t z  
Special Advertising Agency  
New York. Chicago

# OKLAHOMA CITY, OKLAHOMA

Population 100,000

the capital and largest city. The commercial, political and geographical pivot of the state. The trade influence extends over the entire state of 2,000,000 people, territory larger than any state east of the Mississippi River.

## Prosperity

Bank Clearings
..... \$133,100,930
..... 225,592,074
..... 395,681,993

This means  
thly business activity.

Value of Building Permits
1915..... \$1,166,806
1916..... 2,076,434
1917..... 3,038,076

This shows ready money,  
confidence in the future.

Population (Estimated)
1915..... 73,900
1916..... 93,231
1917..... 100,000

This is the best evidence  
of a general prosperity.

## The Oklahoman and Times

consumer and trade influence of the morning and Sunday Oklahoman is felt throughout the state. The evening Times saturates the local field. The combination insures reaching all of the worth-while families. The low rate enables you to use two papers at a cost very consistent with the possibilities of the market.

Circulation—Oklahoman, daily, over 54,000; Sunday, over 63,000; Times, over 32,000. C. Members. Combination rate, 13c a line flat, daily; 15c flat, Sunday.

## Send for Booklet Analysis:

should have for reference this concise analysis of the market and newspaper situation. Main facts about *all* the newspapers. Classified by trades. Market possibilities.

*Do not write your name and address plainly on margin of this page*

## The Representative

The E. Katz Special Advertising Agency have represented the Oklahoman for 14 years, the Times for over 2 years (since it was bought by the Oklahoma Publishing Company) and the Oklahoma Farmer-Stockman (owned by the same company) for 6 years—ever since its birth.

The Katz organization is justly proud of its long record in helping to make each publication the leader in its respective field.

We have had 30 years' experience. We guarantee payment of all accounts. We employ ten experienced salesmen.

## Publishers:

Through our San Francisco office we offer Pacific Coast representation without interfering necessarily with a publisher's eastern or middle-western representatives. We work only upon a commission basis. You have everything to gain and nothing to lose.

*Write for our definite proposition.*

*Meet us in N. Y. during the  
A. N. P. A. Convention.*



**Publishers' Representatives**  
Kansas City, San Francisco. **Established 1888**

Do you  
need  
a  
photograph  
of  
Chas. E.  
Boggs,  
Manager  
of the  
Oklahoma  
City  
Oklahoman  
Times?

Chicago  
Agency



# A Tremendous Market for Heating Plants

An investigation of the market for farm heating plants, which we have just completed, shows that this market is big with possibilities, and that it should be investigated thoroly by every manufacturer. Here are some of the facts that our investigation discloses:

Thirty per cent of the farm houses in our territory are already equipped with central heating plants.

An additional sixteen and two-thirds per cent of the farm families have made plans for immediate purchase and installation of central heating plants.

Seventy-eight per cent of all the farm families investigated are sufficiently familiar with the subject of farm heating plants, either through experience or investigation, to know what type of plants they prefer, and have made up their minds as to what they would buy if they made an immediate purchase.

In The Farmer's territory there are approximately 350,000 farm homes. The foregoing facts show that there is a wonderful opportunity to sell heating plants to the occupants of these farm homes.

The Farmer covers this tremendous farm market efficiently and economically.



**A Journal of Agriculture**  
**WEBB PUBLISHING COMPANY**  
ST. PAUL, MINN.  
Publishers

*Western Representatives*  
**Standard Farm Papers, Inc.**  
1341 Conway Building  
Chicago, Illinois



*Eastern Representatives*  
**Wallace C. Richardson, Inc.**  
381 Fourth Avenue  
New York City

*Member Audit Bureau of Circulations.*

# Song Publisher Cashes in on Fleet- ing Demand

Public Whims Found Manageable, to a Certain Degree, by This Publisher of Songs

By Henry A. Beers, Jr.

**SELLING** a novelty product whose place in public favor is but brief as compared to the steady-going staple is a business of hazards and excitement. It is a game of get while the getting's good. At first sight it would seem that there can be no lasting business foundation built on public whims. In to-day and out to-morrow, how can day-after-to-morrow profit from to-day's temporary good will? What does it profit a man to put out a big seller to-day, if a year hence said seller is as flat to the public taste as prune juice to the boarder's palate?

There is a saying in the women's ready-to-wear field that the average dress or suit manufacturer must make hay as fast as possible, because a single year concentrated on styles that chance to fall flat can wipe out the success of former years' happy hits. The same might be said of almost any business that manufactures goods to meet the temperamental public's mood. Take music—and this story is about a music house that is wrestling with this problem—do you hear anybody playing "Hiawatha" to-day? Or the "Rings on His Fingers" song?

By playing them, I mean, do you suppose there is a sufficient volume of requests in a year now for copies of these songs to insure a good profit to the publishers? The profits on these songs were made some years ago in a short span of months, and the problem is ever thus before the music publisher to make them while the vogue is at its height—and then to get hold of another that will make equally good in the short stretch of popular favor. If a number misses, great is the fall thereof.

Can the success of a former or present favorite help you in sell-

ing the next one while it is yet an uncertain quantity? Yes, and no. It can and it can't. This review of the advertising and selling problems of one of the best-known music publishing houses in the field, Leo Feist, Inc., of New York, presents experience that has its bearing on the problems of manufacturers of other products in a similar position.

Leo Feist was a salesman for Weingarten Brothers, makers of W. B. corsets. About twenty years ago he started his music publishing business, working on it nights as a side line. His general manager to-day, E. F. Bitner, was then a bookkeeper in a downtown house, and worked for Mr. Feist in the evening. To-day the firm sells more than a million dollars' worth of fifteen-cent sheet music a year.

## PEOPLE WANT SONGS AND MORE SONGS

It puts out annually an average of 150 new songs, getting seven cents a sheet wholesale. The cost of producing and selling a fifteen-cent sheet of music is high. The authors must be paid royalties of a cent a copy. Selling music is essentially a sampling proposition, necessitating the maintenance of free demonstration rooms in several parts of the country for furnishing professional musicians with the latest songs, free professional copies, etc. The manufacturing expenses, the costs of a large sales and demonstrating force and offices, royalties, etc., leave a small margin of profit, even in large editions.

Up to the 700,000 mark in any edition of a song, therefore, according to Mr. Bitner, the margin of profit is so small that one of the company's main problems is

to sell as many more than this limit as possible to make a good profit on any particular piece. He figures that there are between four and five million pianos in this country and Canada, and that 700,000 therefore by no means approaches the sales possibilities of any one song. At the same time, the selling season for a song is very limited as compared with more staple sellers. The song must go over big right at the start, and by the time 700,000 copies have been sold, the market has been pretty well saturated.

The house has been advertising now for about five years. In that time it has doubled its business with little increase over its former cost of making just half its present volume of sales. It does not credit this entirely to advertising. Nevertheless the merchandising experience that enters into its selling methods is bound so closely with its advertising history, that what it has learned from former years, what it has tried and found wanting in

advertising and how it finally has shaped its advertising to fit the conditions make profitable reading.

When Mr. Bitner was turning over in his mind how to get the greatest sales of any one song in the period of its popularity, and before it should start to go into a decline, he had been considering advertising for several years. Once he called in a man who looked into the proposition thoroughly. This man decided that it wouldn't pay to advertise so ephemeral a thing as a popular song.

The best method of getting a popular song before the public so far discovered is to have it sung or played in public. That serves to start the ball rolling, and if the song has the elements of popularity, the public asks for it. The public has literally been sold through its ears. Here, it was felt, and with sound reason, lay the trouble with trying to advertise a song. The average of pianists are not enough accomplished to translate from their eyes to

their ears a score of music displayed in an advertisement. Even should a prospect take the advertisement to the piano and try out the sample bars therein displayed, the first hesitating trial is generally disappointing.

Thus it is that the professional is the best entering wedge for a new song. The vaudeville artist, the comic-opera troupe, or the movie pianist or soloist puts over the piece with a professional confidence that catches on—if the piece has the merits.

It is in this way that a piece gets its initial im-

petus, and the rest is comparatively easy. For this reason Feist has six branches all over the country, with professional "parlors" where expert musicians demonstrate new tunes for all interested. In addition to these branches are innumerable representatives and salesmen, to sell the jobber, the music stores, the department stores, and the chain stores all over the country.

In traveling back and forth from his home in Mt. Vernon to New York Mr. Bitner often

**3 BIG SONG HITS**

Sung Everywhere Over Here and Over There

AMERICA—All America—Singing these three songs in the streets, in the homes—wherever you go it's part of America's strength to be able to sing. The songs themselves have the same-time feeling. The singing ones—great hits for the home. Learn to know these top ten songs for their melody.

**ON SALE NOW** at all music and department stores or all city Musicworlds. Groups, Keweenaw, Kraft, General or Musicworlds stores.

Every body Sings Them Every body Plays Them

**THE "OLD FASHIONED" "OLD FASHIONED"**

Take this page to your piano and pick out the melody of these inspiring songs. They are part of the history of our day. Learn to sing and play them as our grandfathers taught. The Battle Hymn of the Republic and "Swing Tought on the Old Camp Ground."

**60 Page Book of**

**Get Them for Your Talking Machine**

60 Page Book of

60 Page Book of

PART OF AD SHOWING WAY OF HANDLING HARD COPY PROBLEM

rode with an advertising agency man from the same suburb. He used to discuss his problems with this agency man, and the latter, after reviewing the proposition, told him he believed that the house could advertise.

It was decided that advertising could be applied to selling music in this way. Take a song that is starting to "go over." The professional and the chain store music demonstrator starts it going. If at the same time the song were advertised, it was felt, the momentum started in the old way could be more quickly accelerated, so that by the time the song has, so to speak, worn out its welcome, a great many more copies shall have been sold than if left solely to itself to follow the course of events.

The first song selected to be advertised happened to be "Peg o' My Heart." The first advertisement took up a quarter of a page in a national weekly. The song went big—still sells to-day, not

simply because of the advertising, but principally because the tune is appealing, was hitched up nominally to a wonderfully successful show, and had a good start before it was advertised.

Nevertheless, the part advertising played in its success has kept the company in the ranks of national advertisers ever since. The biggest success it has had with an advertised song was "When You Wore a Tulip, and I Wore a Big, Red Rose." One million, six hundred thousand sheets of this song were sold, and it is still selling.

At the same time the company has decided that it is impossible to cram a song down the public's throat. Further along in its advertising career it tried to see if a brand new song could be introduced, purely by advertising and the results seemed to prove that it can't be done.

In one campaign it took four songs which it considered would make big hits, and tried to advertise them immediately into popu-

# **The George L. Dyer Company 42 Broadway New York**



## **Newspaper, Magazine and Street Car Advertising**

### **Publicity and Merchandising Counsel**

larity. It departed from its usual custom and advertised them in several magazines, taking a double page spread in one publication. It put \$12,000 into the campaign at first, and made the mistake, which it has never since repeated, of making strong statements to the trade of what it was going to do with them.

"One of those songs was the biggest flivver ever seen in the music business," said Mr. Bitner sadly. "And I thought it was one of the best we had ever published. Every copy sold cost us \$25, and we got seven cents apiece for them."

When they saw the song was slipping, they put \$11,000 more into trying to revive the campaign, because of the strong representations that had been made to the trade, and managed to pull out with a fair success for the other three new songs, but this one piece absolutely "flopped."

Another time they took four songs of assured popularity and tried to have them carry across four new songs of the ballad type; somewhat sentimental: "When the Day Is Done," "I Met You, Dear, in Dreamland"—that type. These new songs were printed on an extra grade pebbled stock. The scheme was to advertise one of the songs in tandem with one of the four popular successes, say, "What Do You Want to Make Those Eyes at Me For?" with "I Met You, Dear, in Dreamland." But the trailers didn't go across, despite the popularity of their side partners.

These experiences taught them a lesson, and they have since confined themselves mainly to advertising songs that have got a start. And this illustrates the difficulty of sensing the public's likes in advance. Mr. Bitner admitted to the writer that he hadn't thought much of "Don't Bite the Hand That's Feeding You," and only gave the writer \$50 advance royalty on it, but, after three years, it is still selling to-day.

On the other hand, the house is often able to pick up a mediocre seller from another firm's cata-

logue and, by pushing, make it go over. The song "It's a Long Way to Berlin, but We'll Get There," which has made good, was originally submitted in a song called "I'm Feeling Fit to Do My Bit, and I'm on My Way to Do It." "It's a Long Way to Berlin" was a single line in the chorus of the original. The house took this line as the leader, recast the words, retaining the original music, and put it over.

"Over There" they bought from George M. Cohan for \$25,000 after 400,000 copies had been sold. This was early last November, and by Thanksgiving they had their money back. This song they advertised in a full page, showing the check made out to Mr. Cohan. More than a million copies have been sold to-day.

One important thing that the advertising has helped to accomplish is this. A year or so ago Mr. Bitner figured that the loose sheet that used to figure in all sheet music was a waste of paper and a nuisance to the user. He found that this sheet was costing the firm \$15,000 a year. He decided to try and put out music in a single fold sheet, all the music on the two facing pages, with less fancy border, to be sure, but all in sight. The idea was pooh-poohed in musical circles. It was condemned as smacking of cheapness, and the prophecy was freely made that it wouldn't take with the public.

#### INNOVATIONS FEIST HAS PUT OVER

But the matter was put up to the trade—reluctant at first—in this light; the dealer was told that he would save \$1.50 a thousand by this method on expressage alone, and that every copy would be 100 per cent salable, because there were no loose sheets to get lost. The salesgirl was sold on the convenience of handling copies with this sheet out, and that she might improve her sales record by not having a lot of useless numbers on hand from which the sheets had been lost, so rendering them worthless.

This innovation was featured strongly by the company in its

## Buy Another Liberty Bond



Fifteen million reproductions of Leslie's "Lend Him a Hand" Liberty Loan cover of April 6 will be used in the Third Liberty Loan drive.

This exceeds the Government use made of any of three other Leslie's covers used officially for Liberty Loan drives; the two used in War Savings Stamp drives; the two for the Red Cross; and the ones used by the Food Administration, Army Recruiting, Navy Recruiting, and War Industries.

The timeliness and patriotic appeal of Leslie's covers and Leslie's contents make it eagerly read in more than half a million homes every week.

*Current editions, 528,000—and growing*

# Leslie's

*Illustrated Weekly Newspaper*  
Established in 1855

LUTHER D. FERNALD, ADVERTISING MANAGER  
New York—Boston—Chicago—Seattle

## The Big Gun Medium

Every burst of a shrapnel shell sends 252 bullets speeding in all directions, searching out their targets and covering their allotted territory thoroughly and efficiently.

The value of the shrapnel shell lies in the fact that it has 252 chances to score.

Every advertisement in the New York City Telephone Directory scatters its sales argument in all directions, searching out its prospects and covering the big Metropolitan territory thoroughly and efficiently. Its value lies in its 2,500,000 daily chances to score.

Advertising in the New York City Telephone Directory is to-day bringing sales results big enough for the largest advertiser at a cost that is low enough for the smallest advertiser.

*It might pay you to ask for particulars.  
Telephone, call or write to-day.*

**NEW YORK TELEPHONE CO**  
*Directory Advertising Department*  
15 DEY STREET :. NEW YORK  
**Telephone - CORTLANDT - 12000.**



advertising, and it went over almost immediately. Reckoned on present costs for material and volume of sales, it means a good many more thousands a year saving to the house than when it was first started.

A wider circulation for every advertisement is gained by covering the back of each sheet of music with an enlarged sample of the copy-run in the magazines. This is done on the same principle as when the National Biscuit Company advertises oatmeal crackers, say, by carton slips inserted in packages of other goods. Attention is called to the fact that the advertisement appeared in a national publication, so that perhaps the purchaser may be led to expect, at least to recognize, other announcements of the house as they appear.

To get further circulation for a song, in every advertisement the house features the fact that it can be found in player-piano rolls and talking machine records. This is very important, as not only does it increase the royalties, but it tends to spread the "sampling" of a tune more rapidly. Moreover, it tends to extend the life of a song, as no one is likely to throw away a piano roll or phonograph record.

This brings us to the real point that has sold the house on advertising. A song may be short-lived, but if it has been popular, perhaps intensely popular, its wane need not mean that, from a business standpoint, it has lost its value, if capital is made of this situation. If the advertising cannot put over a new song single-handed, it can create the impression that somehow here is a house that seems always to pick "live ones." Continue this impression by repeated advertisements featuring songs that prove popular, and the impressions accumulate to introduce new songs already with half a welcome.

Of course, the house is ever faced with the danger that a song will "flop," and it is for this reason that it now takes pains to select songs for advertising that are practically assured of success.

A book publisher once told the writer that a new book by a certain popular author starts out with the assurance of an immediate sale of 200,000 copies, even though the book might not measure up to the author's previous standards. But if this should be the case, that the book fell off a little in quality, when the next one appeared the reaction was immediately noticeable. First sales were not as good as formerly.

It is the same principle that makes the Feist firm feel that it cannot afford to take chances with the songs it advertises. It must build up the good will of the house by tying up its name to prominent hits. The featuring in a big way of the Cohan check was just a link in the chain that the house endeavors to build on its old slogan appearing in all copy—"You Can't Go Wrong with a Feist Song."

This is the way this house has found it can advertise its music. This is a way that advertising can be made to bridge the intervals for the manufacturer who knows not definitely what he will have to offer the uncertain public next time. Such advertising turns the public's whims to the seller's purpose. It brings up the reserves of other years' strength to back up the newcomer. And if the newcomer doesn't go over so well perhaps as some former favorites the memory of those other hits, kept alive by advertising, can carry over a half-failure until a new big-seller is put out.

### Major W. J. Richards Dead

Major William J. Richards, Civil War veteran and for many years business manager and part proprietor of the *Indianapolis News*, died on March 25 in Indianapolis, aged 77 years.

His first newspaper experience was gained as editor of the *Lafayette, Ind., Journal* at the close of the war. He then went to Indianapolis and served in different capacities on several publications until he finally joined the *News*. Following this connection, he was one of the founders of the *Press*, a daily, which the *News* later absorbed.

Major Richards was for many years conspicuous in the affairs of the Associated Press and helped organize the American Newspaper Publishers' Association.

## "Ivory Py-ra-lin" Not Deceptive

E. I. DU PONT DE NEMOURS & COMPANY

WILMINGTON, DEL.,

March 23, 1918.

*Editor of PRINTERS' INK:*

The desire of the A. A. C. of W. to establish truth in advertising is certainly commendable, but there are elements of danger in ill-considered action on the part of any-old club anywhere in America.

A certain Western club decided that a good point of attack would be imitations of ivory which it believed were being advertised in a deceptive manner.

The trade terms or brands to which exception was taken were "Parisian Ivory" and "French Ivory."

So far, good, as the merchandise was not French, nor was it ivory.

But, unfortunately, our brand, "Ivory Py-ra-lin," was mentioned as one of the offending names. Their activities apparently included circularizing of other advertising clubs, because Vigilance Committees in other cities began similar campaigns.

Recently the New York *Tribune* published an article from which we quote: "There are others who advertise 'Ivory Py-ra-lin,' 'French Ivory,' 'Parisian Ivory' and 'English Ivory,' although they must realize that they are applying the word 'ivory' to articles made of a substitute for this rare and expensive product."

Quoting further: "As we said in the beginning, there are only two kinds of labels. 'Parisian Ivory,' 'French Ivory,' etc., are labels which mislead. 'Imitation Ivory,' 'Ivory Celluloid' and 'Celluloid' (ivory finish), are among those that 'inform.'"

Since "Ivory Celluloid" meets with the approval of the *Tribune's* contributor, why should he frown upon "Ivory Py-ra-lin"?

"Celluloid" is the trade name

of the Celluloid Company of America.

"Py-ra-lin" is the trade name of the Arlington Works of the Du Pont Company.

Each concern properly and legally uses the adjective "ivory" to describe the color and general appearance of a special type of their products, celluloid and py-ra-lin, both of which are pyroxylin compounds. The best known soap in America uses the adjective "ivory" in the same manner. Ivory is a well recognized color. Surely it is not untruthful or misleading to designate one color of Py-ra-lin as "Blue Py-ra-lin," another "Pink Py-ra-lin," another "Shell Py-ra-lin," and another "Ivory Py-ra-lin" if the respective adjectives properly describe the appearance of the material.

The association of our brand with admittedly improper brands, such as "French or Parisian Ivory" is particularly distressing, as the Arlington Works, formerly The Arlington Company, was among the first to raise objection to these un-American, untruthful brands.

Our present extensive advertising campaign was undertaken to establish the all-American product "Ivory Py-ra-lin" thoroughly before the end of the war opened the gates to imported competitive goods known as "Parisian Ivory," "French Ivory" and "English Ivory," most of which are made in Germany.

Let us by all means insist on the truth, both on the part of advertisers, and of vigilance committees and advertising advisors.

GEORGE FRANK LORD.

*Director of Advertising.*

## West Virginia's Industrial Film

A fund of \$24,000 has been contributed by West Virginia coal interests and the West Virginia Council of Defense, at Charleston, for the purpose of paying for a moving picture showing the development of the coal industry in the State. The film will be shown in various parts of the world, as well as all over the United States, the object being to advertise West Virginia coal.

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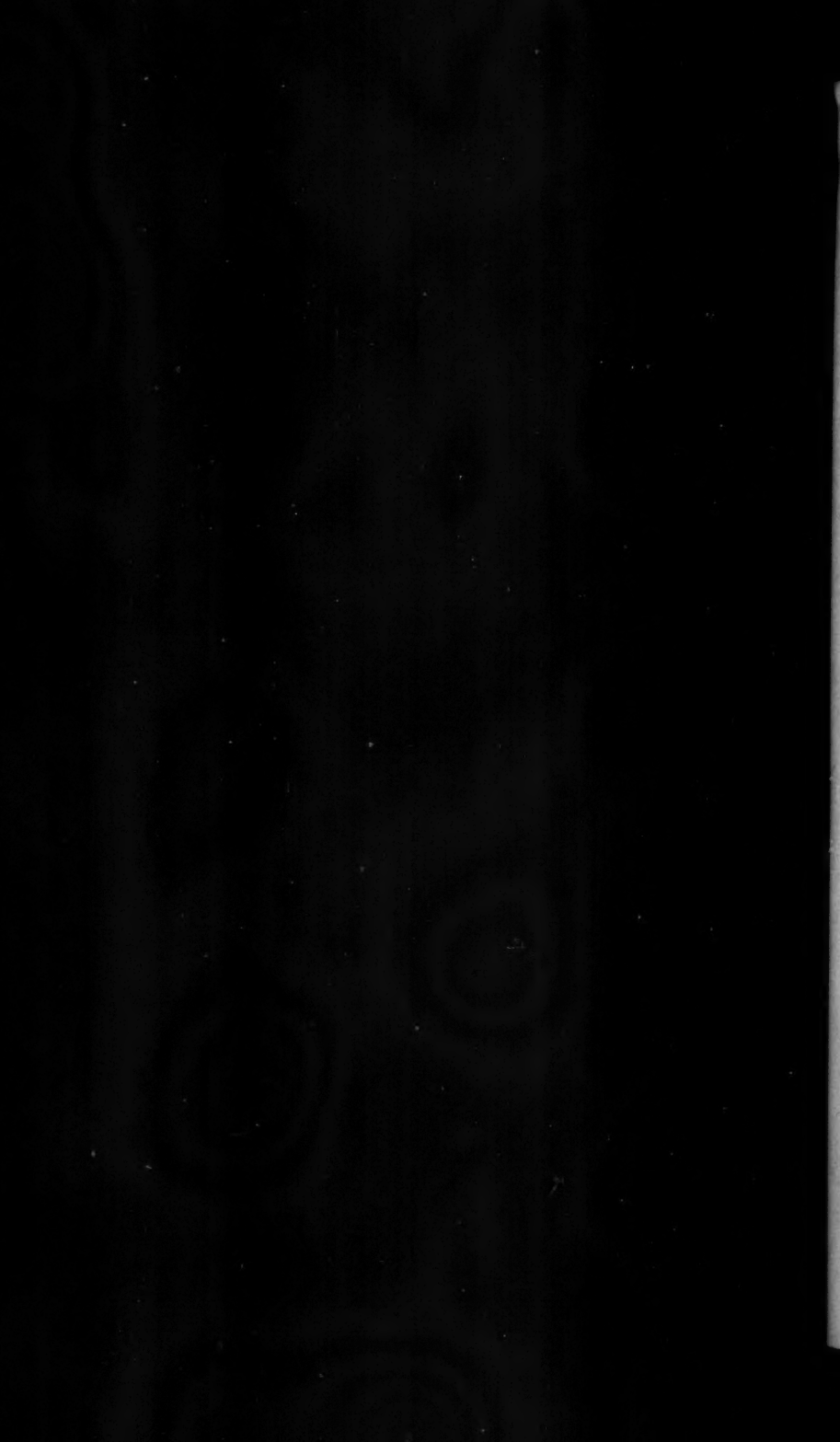
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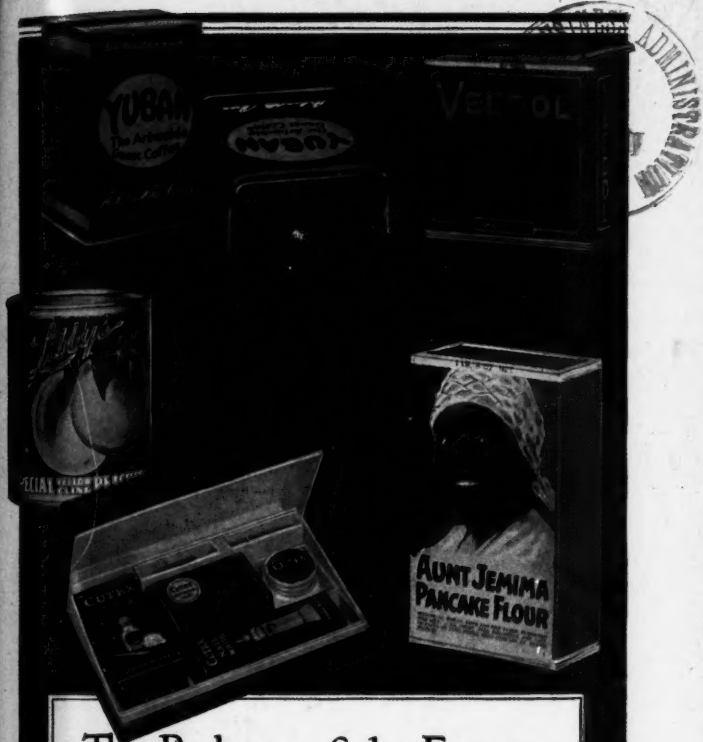
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## The Package of the Future

**I**N the great majority of the products on the market today, no study was given to make the package convey the thought behind the product; no plan to make it "stand out" on the dealer's shelf or in his window.

Just as much individuality should be expressed in the package as in the product itself; in many instances, only through the package can the distinction between one product and another be visualized. To the person who has not yet used the

(Con't.)





\* We distinguish the words *deputy* from *deputy* in order to make a distinction between a deputy as a representative and a deputy as a representative of a group.



Sunlight can be kind or cruel

### Woodbury's Facial Soap



### CORTICELLI DRESS SILKS



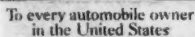
## The New Way to Manicure



product, the package is *the* product.

Six of the examples shown on the preceding page were created for the

Just as in the package, so in color advertising, color should be used not



**ONAPHORE**



for attention value only. Individuality and atmosphere should be conveyed and wherever possible the color should actually illustrate.

The advertisements reproduced here show how this has been accomplished all the way from showing the color of

a mechanical device to the tint and sheen of dress fabrics and the mouth-watering appeal of foods.

**In car cards to have a human illustration dominant enough to command attention; to show the package or prod-**





The milk is  
already in it



So rich you  
need no eggs



Just add water

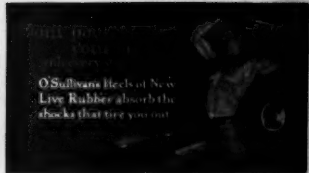
*Made in a minute  
and so good*



On city streets leather heels are obsolete  
as sandals — O'Sullivan's Rubber Heels  
absorb the shocks that tire you out.



Repatee and Yuban



O'Sullivan's Heels of New  
Live Rubber absorb the  
shocks that tire you out.



Pulverized for "drip" coffee  
Steel-cut for percolator  
Whole bean for those who  
prefer it



Geese lessons are easy with  
*Lippincott*  
Apple Butter

At your  
grocery  
store and  
everywhere

(Concluded)

uct in actual colors; and at the same  
time to leave space for a real selling  
message—to do all this yet retain an  
atmosphere usually entirely lacking in  
car cards, constitutes the problem of  
the correct utilization of the space.

The cards shown above illustrate  
effective solutions of this problem.  
As in the case of packages and of  
magazine advertising, it is the use  
of the space which determines the  
degree of value you get from it.

**J. WALTER THOMPSON COMPANY, New York**  
Chicago Cincinnati Boston Detroit

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# The Fuel Administration's Five Classes of Industries

Class A Members Will Be Allowed to Store 100 Per Cent of Their Fuel Requirements—How Will the Others Fare?

*Special Washington Correspondence*

"INDUSTRIALLY, we are losing this war," was the remark made to the PRINTERS' INK correspondent a few days ago by B. P. Noyes, Fuel Administrator Garfield's right-hand man and a manufacturer with large interests which he has abandoned for volunteer service at Washington.

Mr. Noyes, in illustration of this point, went on to relate how, in the face of a shortage of certain classes of steel products required for war needs, his own industries, which manufacture luxuries, have at no time had any difficulty in getting all the steel they need. Why? Simply because, as he put it: "The sellers of steel have been down on their knees in the past for our business and they know that they are going to be down on their knees for our business in the future and they are not taking any chances." In other words, as Mr. Noyes made clear, there are too many manufacturers in this country who, because of bad advice or lack of advice, are clinging to the fallacy that "Business as Usual" can continue and do not intend to alter that opinion until they are forced to it, inch by inch.

The story of the cynic who met optimism with the remark, "It is all right to be cheerful, but don't be a cheerful idiot," is brought to mind by the persistence of some of the sentinels of industry who have been left on guard at Washington. They are there to warn their respective interests when readjustment can no longer be postponed, but they are, to say the least, deliberate in giving such warning. For all this class of optimists, the pronouncement of certain high officials that there is no such thing as a "non-essential" industry was balm everlasting. They go blithely on, reassuring the manufacturers in their train

with this pleasant figure of speech and never telling them that the very officials who banned the use of the word "non-essential" have all along made use of the term "less essential" (a distinction without a difference) and are to-day talking about the separation of "war necessities" from "peace necessities" and forecasting the restriction or "rationing" of "peace luxuries."

CITES MUSIC TRADES AS EXAMPLE

As a concrete illustration of the conservative policy that has been followed to some extent in the matter of industrial readjustment to a war basis, there might be cited the situation in the music trades. In Great Britain it is virtually impossible to-day to purchase any piano or player other than a "used" instrument, and such is the shortage of the second-hand instruments that they command a premium. In the United States no student of advertising has observed any indication of such an upheaval in trade. Manufacturers in this line probably do not concede the possibility of radical readjustment of production, and why should they? Asked recently if the music trades ought not to be forewarned of what fate may have in store for them, one of the duly appointed "watchmen" of the industry replied: "The Music Industries Chamber of Commerce is going into this matter quite thoroughly and feeding out the information in a form that will not frighten the trade. Sort of camouflaging the facts, in other words."

The question that is being raised at Washington by the business "volunteers" who, by reason of their official connections, know what is going on but cannot tell all they know, is whether it is a real kindness to any group of

# Liberty Loan Advertising

*Guy Emerson, Director of Publicity, Liberty Loan Committee, New York, in the Editor and Publisher, March 2, 1918:*

"A great deal has been said about the five pages we used in the New York Times in one day at the close of the last Liberty Loan campaign. It has been called scatter-brained advertising.

"But when you remember that The New York Times is the leading paper of its kind in the United States, and the results we got from it, the five pages were not too much to use in the single day.

"Hundreds of thousands of people read The Times, and we went to them with force in five pages. Among the readers of The Times are visitors to the metropolis, foreigners, and the men who control the machinery of the country, and we reached them all with a vigor that was effective."

manufacturers to lull them into a false sense of security. To turn the attention of manufacturers from a coal situation, a raw material situation and a transportation situation that threaten the *status quo* of their big domestic market, by telling them that cargo space has been obtained for their surplus products in a couple of sailing ships that are to depart this spring for Australia is one way, assuredly, of looking on the brighter side of things, but is it a way that would commend itself to any sane manufacturer if he knew all the facts?

It is possible that "war Washington" feels the more keenly on this subject because "war Washington," even that part of it made up of business men suddenly transplanted from other environment, has one eye on industrial and commercial developments and another eye on recent military history. Accordingly, it has taken to heart more deeply than the country at large the repeated lesson of the present war that the only salvation for an army obliged to retreat is a retreat to previously prepared positions. War Washington would like to translate this lesson in order to carry home to business America the realization that the only way that industry can meet without undue shock the readjustments that must be anticipated as a war necessity is to be in a position to adapt and reorganize at short notice on prearranged plans. Such prearrangement will have been made only in the event that industry is forewarned and thereby induced to overdo rather than underdo its preparations.

THUS FAR THERE HAS BEEN NO  
SUPREME AUTHORITY

There is one all-sufficient reason why it is difficult to convince many a manufacturer that this war is going to mean to him, in a business sense, anything more than occasional delays and temporary inconvenience. It is the same reason why a business scout at Washington has, up to this time, been able to put a good face

on the situation if he chose to. The reason is found in the lack of co-ordination of Governmental policy with respect to the treatment of industries. In the above-mentioned incident we have seen how the buyers for luxury industries managed to get all the steel they wanted, although the Raw Materials Committee was gravely warning that there was no metal for non-war industries. Similarly, the manufacturer who is told by the Fuel Administration that he must cut his output in 1918 to 50 per cent of what it was in 1917 because cars are not available to transport his coal may go to the U. S. Railroad Administration and obtain reassurance that probably his car supply will not be seriously curtailed.

Business men in the Government service who realize the harm that is being worked both to the Government and to manufacturers by this state of confusion and contradictory policies are moving heaven and earth to bring about a pronouncement that will have to be universally accepted as Uncle Sam's mandate as to the standing of industry for the duration of the war. This may come, if it comes at all, in the form of a Presidential proclamation or it may come as an edict from the War Industries Board if Congress passes the Overman Bill and allows the reorganization of the War Industries Board on a basis of greater authority.

Pending the creation or designation of some agency to speak to industry with the authority of the entire Governmental force behind it, an effort is being made to centralize as much authority as possible in the U. S. Fuel Administration. It is recognized in administrative circles at Washington that the Fuel Administration has, so to speak, the biggest stick and so there is a disposition on the part of other branches to get behind it in a "more power-to-your-arm" attitude. This disposition is by no means universal as yet, however. The Railroad Administration is holding back from a complete merger of authority and

the Raw Materials organization has not given unqualified support.

With the Fuel Administration standing, however, as the most powerful single mentor for the readjustment of advertised industry, it behooves all business men to scrutinize closely, when it appears, a new plan for the classification of industry that will shortly be announced, unless present plans miscarry, by the Fuel Administration. The opportunity to promulgate this formal line-up of industry comes in connection with the recommendation that is to be made to the effect that all American industries shall during the spring, summer and autumn of 1918, store at their plants reserves of coal sufficient to carry them through the winter of 1918-1919. In telling big and little business to create its own coal reserves, the Fuel Administration has occasion, of course, to inform each class of industry what proportion of its normal fuel requirements it will be permitted to place in storage and by varying the percentages of reserves allowed, it quietly and effectively establishes a classification of industries that it is hoped will in time be accepted by all Governmental authority as a basis for the final disposition of the questions arising out of essential and less essential industries.

Without pretending that this advance news is an official announcement, it may be permissible to outline how this apportionment of industries is to be made. There will be five classes. In the first class or Class A, as it may be termed, will be included the bare necessities of life—staple foods, etc. Manufacturers and producers of this class of goods will be assured uninterrupted operation at full capacity and to that end will be authorized to store 100 per cent of their fuel requirements. This same consideration will be shown with respect to the second class, which is to produce war munitions and other necessary supplies for the prosecution of the war.

The third class on the roster will be made up of "peace necessities" and manufacturers will be permitted to store but 75 per cent of their fuel requirements. In the fourth class will be grouped what are to be known as "peace luxuries," and here producers will not be assured more than 50 per cent of their normal amount of fuel, oil and other requisites of plant operation. The fifth and final class is a sort of "all others" allotment. At Washington they call it, jokingly, the "wooden-whistle class." When the groupings were being made up, one solicitous conferee asked where they would put the wooden whistles of childish delight, and so they dubbed Class E or Class 5, into which this commodity was put, the wooden-whistle class.

Any reader of PRINTERS' INK can readily surmise that it is going to make a tremendous difference to a manufacturer of advertised goods whether he is put in the third or the fourth class. As yet the classifications made in this quarter are tentative and changes may be made prior to promulgation of the list if proper representation is made of facts having bearing in the premises. The Washington correspondent of PRINTERS' INK, as a result of talks with officials, has been impressed with the advisability that every manufacturer should be forearmed by being forewarned of the readjustments that may be necessary in his production and selling programme. Manufacturers have written to Washington saying that they desire ample warning if "war taxes" are to be increased. How much more important, seemingly, that there should be no "low visibility" with respect to possible limitations upon the production of goods.

### Toledo Loan Committee Seeks Advertising

W. N. Bayless, advertising manager of the Conklin Pen Manufacturing Company, Toledo, Ohio, is chairman of a local committee to secure newspaper space from Toledo advertisers to advertise the Third Liberty Loan.



That the people of  
**Philadelphia**

and its vicinity appreciate the endeavors of

**The Bulletin**

to give them

**All the News**

of the day.

As fairly

As exactly

As impartially

as it can be laid before them, is attested by the fact that the name of "The Bulletin" is a household word among them, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the ten largest in the United States.

February net paid daily **401,039** Copies  
 average circulation: a day

*"In Philadelphia nearly everybody reads  
 The Bulletin"*

New York Office.....Dan A. Carroll, Tribune Building  
 Chicago Office.....J. E. Verree, Steger Building  
 Detroit Office.....C. L. Weaver, Free Press Building

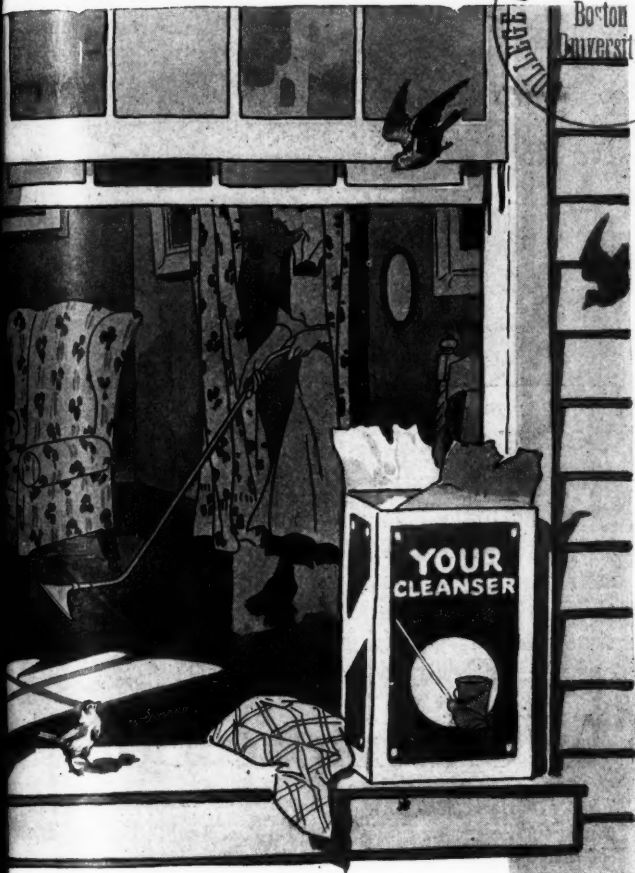


**W**E have started our "Spring House cleaning" somewhat earlier than the housewife.

Washing powders, soap, electric sweeper, furniture oils and polishes, paints, varnishes, all these have made our studios hum with the Spirit of Spring. We find that even so prosaic a subject as Washing Powder can be presented artistically—it's all in the idea, the knowledge, the experience.

Ethric  
dress su  
ingenue  
and the

YORK  
26th S



The Ethridge Association of Artists believes in its ability to dress such campaigns with far more than ordinary skill and ingenuity. We have the men who know HOW to do it and that's half the battle won!

## THE ETHRIDGE ASSOCIATION OF ARTISTS

NEW YORK CITY  
26th Street

DETROIT  
Book Bldg.

CHICAGO  
220 S. State St.





## Better than a Private Dandy

**A**N INDIVIDUAL water-mark may mean much or little because your private dandy may pass from mill to mill and leave its impression on paper of any grade. The public knows this. But the public also knows and recognizes that there is one high quality standard and one only indicated by the water-mark

## Worthmore Bond

*That standard is fixed. It does not vary. It signifies much to the class of people whose good-will counts. The printer who recommends Worthmore Bond has the interests of his customer in view as well as his own. He feels assured of "repeat orders" and these come only from satisfied customers.*

### THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

Detroit

Atlanta

Birmingham

Richmond, Va.

BAY STATE DIVISION—Boston  
SMITH, DIXON DIVISION—Baltimore

New York Office—501 Fifth Ave.

Chicago Office—Continental & Commercial Bank Building.



# Advertising Eases Loss of Export Trade

S. L. Allen & Co. Helped by Rush for Garden Tools in This Country

WHEN war cut off the export of a rather heavy proportion of their output, it looked like a pretty hard blow to S. L. Allen & Co., of Philadelphia, manufacturers of an extensive line of garden tools.

A policy of keeping its "Planet, Jr." trade-mark before the buying public in this country had been maintained for many years, however, and when the tremendous demand for small agricultural implements resulted from the Government's appeal for extensive and intensive cultivation, the company found itself facing a far bigger market than before. To-day its problems are those of manufacturing and distribution rather than of selling. Despite its rating as an essential industry, demand has been so heavy that the company is three months behind on its orders.

But inasmuch as this demand for agricultural implements has been a general one, and has taxed to the utmost all the manufacturers in the country, it might be asked in what way the position of S. L. Allen & Co. is better than that of manufacturers who have not followed the trade-mark policy so closely. The market to-day appears to be more than big enough to absorb all the local brands and unidentified implements that can be turned out.

First and foremost, the established identity of "Planet, Jr." tools helped materially in catching the very first rush of the demand. It was natural that the prospective home-gardener, the owner of a suburban house with some little ground around it, the superintendent of the newly formed school garden class, should turn to the advertisement of an established and complete line, that he should write for that seventy-two-page catalogue, the very size of which was an indication of the

variety and choice of tools at his disposal, plus responsibility of the firm. A heavy jump in the number of inquiries which the company received at the very start of the home-garden movement attests this.

There is, however, a deeper consideration than all this. S. L. Allen & Co. have not yet "cashed in" as heavily as they are going to. It would appear that the consistent policy of trade-mark maintenance and publicity is going to bear its fullest fruit in the years following the war, when the unidentified makes will be the first to feel the effects of lessened demand, and manufacturers who cater to the private-brand needs of the dealer again will be thrown into sharp competition with one another.

The "Planet Jr." line made its first bow in 1871, and while the sales policy of the company has always been held within lines of conservative development, the trade-mark has been consistently maintained since that time, though the company's distribution lies almost entirely through the jobbers. The only exception in distribution is where branch warehouse stocks are held in various centers to take care of such orders as the jobbers and retail trade cannot handle.

The usual course followed is that of turning over to the trade inquiries which come direct from advertising, after full information has been sent to the inquirer.

At the present time demand is so far ahead of supply that the company has turned the activities of its corps of salesmen entirely to its subsidiary line, "Flexible Flyer" sleds. The manufacture of these was adopted several years ago for the purpose of keeping the production force intact and running closer to capacity during the dull period of the year, the busy seasons of the opposing lines be-

ing, of course, complementary.

A very optimistic attitude is taken by the company toward the future of the agricultural implement industry, which sizes up the situation in the following prediction:

"The publicity given to the importance of increased food supply and reducing the cost of living by personal effort has had one effect which will be beneficial and lasting; that is, that thousands of people are cultivating gardens this year who have never done so before; thousands of people therefore are making large savings in their living expenses, and find out, perhaps for the first time in their lives, what fresh peas, beans and corn taste like when they are right out of the garden. The labor of cultivating these gardens is made easy by the use of modern seed drills and wheel hoes, as is shown by the fact that many of the most enthusiastic gardeners this year are women. A little sunburn and sore hands are the first effects of this garden cultivating, but this is soon succeeded by a sense of pride in achievement and a toning up of the whole system through physical exercise.

"We predict that the number of these war gardens will be largely increased another year, not necessarily because of the war, but because so many people (who will advertise it to their friends) have learned to enjoy working in the ground and watching things grow."

### Advertised Prices Prevent Profiteering

THERE is a popular impression abroad that the principle of manufacturer-maintained prices is oppressive to the consumer in that it would be used entirely as a preventive against price-cutters. It is not unnatural that such should be the impression, for virtually all of the argument incidental to the debates on the Stephens bill has been based on the need for offsetting the evil work of the price-cutter.

But it seems that price maintenance,

in times like these—when scarcity plays its own part in shaping the public demand—has another potential influence, to keep prices down, and one manufacturer who believes in price protection announces his determination to apply price protection to the end to stop profiteering, in the following words:

In order to stabilize the retail market for Campbell's soups, a price of 12 cents a can will be advertised from the first of the year. While many retailers have been charging 12 cents, and some still less, the bulk of the trade charged from 12½ cents up to 15 cents a can.

We realize that Campbell's soups stand before the bar of public opinion. If they can be marketed at the closest price of any canned food, including canned meats, they will become, and be recognized as, a national necessity. If the price is advanced to a point where Campbell's soups no longer show an overwhelming food value, for their cost, they will be classed as a luxury, and will suffer the fate of other luxuries in war time.

This new price can only be successfully maintained through a great volume of business, and to get this we must have the co-operation of our partners, the jobbing and retail grocers.

There is in the above instance more of interest than appears on the surface so far as the righteousness of manufacturer domination of price is to be admitted. In all probability this manufacturer will be supported by both public opinion and the authorities, because his domination of price is to be applied to keep prices down. But as a legal principle what difference does that make? Can a manufacturer have a right in open competition to control his own product in one direction only?

Down in Virginia last week arguments were made in another interesting price-maintenance case—that in which the Government seeks to indict Colgate & Co. under the Sherman act for conspiracy because it refused to sell its goods to certain merchants who had offended it by cutting the price. And the Government claimed it was criminal. It is imaginable that the same accusation would lie against the soup man when he undertakes to apply discipline to offenders.—*New York Journal of Commerce.*

# War's Influence on Clothing Trades in Britain

While Conscription Removed Buyers, Working Class Prosperity Created Others

By Thomas Russell

London Correspondent of PRINTERS' INK

(Licensed by Chief Postal Censor, London, England)

AN American correspondent in the men's clothing and outfitting business has written to ask me whether the absence of young Englishmen at the war made much difference to these trades. He also inquired whether the gloomy influences of war had caused women to eschew bright and gay clothing.

What, he asked, should be the policy for the American men's wear trades? Should they concentrate on the elderly man, seeing that the younger men would be absent in great numbers? He wanted to know how this had worked out in Britain.

I told him, in reply, that matters are very different here from what they are in the United States, and as the subject is of general interest, affecting all trades which supply men's needs, the course of events and their results in Great Britain seem worth putting into an article for PRINTERS' INK.

What makes all the difference is that while in the United States the absence of unemployment and the general prosperity of the working class which arise out of munition work began before the war drew many away, in Britain the case was reversed.

The first great withdrawal of young men from the London market antedated conscription. At the outbreak of the war, men of all classes flocked in thousands to the army and (to a smaller extent) to the navy. It would be impossible to exaggerate the great wave of patriotism and self-abnegation which swept the country. Later came conscription.

There was a great slump in all retail trades during the first few months of war, but this had nothing to do with recruiting. It was

caused by two things. First, until the issue of paper money in lower denominations than we had ever had before, there was an actual shortage of currency. Second, the universal belief that a great wave of unemployment would kill business caused everyone to keep his money in the bank. Everyone thought there would be no work for the working man, and everyone knew that this meant that there would be very little money in circulation. The mills and the factories producing commodities would stop, because there would be no one with money to buy their output; everyone would be hard up.

## WHAT SLEW THE SLUMP

For a little while this did occur, precisely because people expected it to occur. But very soon the need for munitions, ships, naval and military clothing, and all sorts of war requirements in vast quantities created, instead of unemployment, a tremendous labor famine. All factories worked overtime, and hired all the men—women, too—that they could get. Meantime, as all the mills were making khaki for uniforms, flannel for soldiers' shirts, boots, belts, underwear and other things, there began to be a scarcity of materials, which has steadily increased ever since. If business fell off at the tailors' shops, it fell off because the tailors could not get the cloth; not so much because they could not get the customers. But other influences supported the men's wear businesses.

In our navy and army, officers, on being commissioned, do not receive uniforms, but money to buy them. All high-grade tailors go after this trade, and the abund-



ance of orders for uniforms, shirts, collars, underwear and other accessories in khaki saved the fashionable tailors and outfitters from ruin.

Meantime, the popular-class tailors and outfitters had found a new market. For the working man was richer than he had ever been before. One of the things that he bought was clothes; another was outfitting. All the men who were exempted from conscription in order to do war work, or had been rejected by the doctors, were in a position to buy better clothes and more clothes than they had been at any earlier period in history. Before the war, an artisan or mechanic was always poor. He never had enough money. He bought second-hand clothes to work in, and at the best, ready-made stuff for Sunday. (And our ready-mades are of a much lower grade than yours. Any clerk above the lowest rank gets his clothes made to measure.)

Now, mechanics and even laborers were looking for ways to spend their money. And they spent some of it with the tailors and outfitters, so that these, though they were selling to a different market, sold all the goods they could get.

The sombre atmosphere of war has neither affected women's buying nor sent them after quieter styles. The womenfolk of the working class (themselves often earning good money, too) have spent with great freedom, and nothing is too bright or too showy for them.

### News Value of Daylight Saving in Advertising

FOR Truly Warner, who gives his address in his advertising as "New York and Everywhere," the daylight-saving enactment furnished a ready-made opportunity for publicity. This is the way it seemed, at least, to advertisers who read his copy in the newspapers when it was too late to

take advantage of the news value of daylight saving for themselves.

Mr. Warner is a hatter, who has stores in many large cities. He has built up his business by selling and advertising hats for two dollars. It was at two o'clock on the morning of March 31—in the law's pronouncement, at least—that the clocks of the country were set ahead one hour. The figure "two" looked significant to Truly Warner. It was not only the hour that had been heralded up and down the land that was to mark the beginning of the "new time," but also the price of the hats that he sells.

So he used the hour-hand of the clock as a pointer to emphasize the price of his hats. In a number of newspapers in various parts of the country his time-saving and money-saving advertisement appeared on March 29 and 30—just before the new time became effective, and while it was one of the principal topics of conversation everywhere. In the illustration at the top of the copy Mr. Warner is shown as setting the clock ahead at two o'clock Easter Sunday morning. The copy reads as follows:

#### SAVE AN HOUR—SAVE A DOLLAR

*If Time Is Money You Can Use Both*

I don't know of any easier way to save an hour than to move the hands of the clock from two to three.

I don't know of any more pleasant way to save a dollar than by saving the difference between 2 and 3 and get a \$3.00 hat for \$2.

Some of the department stores devoted more or less space to daylight saving on Easter Sunday—after the new law had become effective.

Macy's department store, in New York, advertised an alarm clock with this introduction:

"Wake up! to the value of that extra hour of daylight. A good alarm clock will help."

However, anyone is doomed to disappointment if he sets his alarm an hour earlier in the morning in the hope that he will thus enjoy "that extra hour of daylight." The daylight saving comes at the close of the day.

# Are You Satisfied with Your Boston Sales?

Base your Boston campaign on *facts*—obtain a detailed analysis of this territory—of the possibilities for your product—of the dealer and consumer attitude toward your goods. Locate your weak spots and strengthen them. Others are doing it.

If you could see the way in which the *Merchandising Service Department of the Boston American* digs up marketing facts regarding this territory—how it presents these facts to sales and advertising departments—how it relieves salesmen of route-list worries, you would readily understand why so many advertisers ask us to co-operate—you would write today.

*We have something here which will interest you—and help you.*  
Write for details. No obligation entailed.

## BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

*New England's Greatest Home Newspaper*

*Member Audit Bureau of Circulations*

NEW YORK OFFICE

1789 Broadway

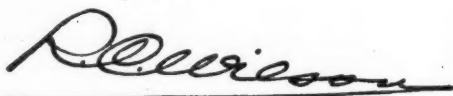
CHICAGO OFFICE

504 Hearst Bldg.

# *McCall's Magazine*

Founded 1870

The average monthly circulation of McCALL'S MAGAZINE for the issues of 1917 was 1,272,998 net paid.

A handwritten signature in cursive script, reading "R. C. Allison", is written over a horizontal line.

Advertising Director

# Talking to a Million

Would You Succeed in Interesting the Greatest Number Possible in  
What You Had to Say?

By J. H. Newmark

WHEN a man starts to write an advertisement to be read by a million or more, he has undertaken quite a job. Think of trying to make an impression on that number, each a different character, with different ideals, education, environment, purchasing power, habits, mode of living, and other individual traits.

What should be the copy writer's mental approach? How should he start his talk with them? What should he say? How should he say it? With how many will he make an impression? How many will understand him? How many will believe him?

Isn't it a good thing for the copy writer to ask himself all these questions to enable him to prepare properly for the task in hand?

Whom are you writing for when you address your talk to a million and more? Stop a minute and consider the vastness of the field you are covering. Keep in mind the small-town man. He is the earnest and faithful reader of the country. Keep in mind the fact that you are trying to make an impression on the man living at Limestone, Maine; Farmville, Virginia; Elba, Alabama; Pawhuska, Oklahoma; Newberry, Michigan; Audubon, Iowa; Hyannis, Nebraska; Green River, Wyoming, and Clipper Gap, California. Let us suppose you had citizens of each of these towns in your office trying to persuade them to buy your article. How would you approach them? You would try to reach all these different minds on common ground.

You are satisfied in your mind that if you could talk to a million people at one time, you could not hope to have everyone understand you, nor properly interpret you. Neither can you hope

that an advertisement will be understood or properly interpreted by all who read it.

The speaker, were he able to talk to the number above enumerated, would try to make himself so plain as to be properly understood by as large a number as possible. The ideal advertisement seeks to accomplish this mission, and this is the important point that the writer must keep constantly in mind.

Forget your own inclinations. Forget your witticisms. Forget your pet notions and pretty phrases. Do not write to please yourself. Write the reader's language, not yours. Speak to him in his tongue, not yours. You are not trying to convince yourself, but the reader, and so you should use the reader's language; and you must not try to convince the reader the way you were convinced.

## WORDS THAT THE CROWD KNOWS

There is still too much writing for the few and not enough for the many. You still see the word "feline" used when the writer should say "cat." Why not use the word "cat" when you know that a hundred per cent of your readers know what the word means? Use the obvious word each time. Isn't it just good, common sense to use a word that will be understood by the hundred per cent, if there is such a word?

Writers are constantly told to picture before them the audience they are addressing, but they apparently neglect to do this or forget to use the language of the many.

Here are some words that were found in recent advertisements in a weekly having a million and more readers: bludgeonings, granules, acoustics, squeegee, glutin, indefinable, rejuvenates, initiative,

caste marks, stamina, inherent, delineation, receptivity, instinctively, visualizing, certitude, resilience, analogy, crunch, reconnoitering, mediocre, and sanctum. Good words, all of them, but quite out of place in talking to the masses.

In each case the writer could have chosen a word that would have been more readily understood, and if anything, would have strengthened his argument. Why didn't he use it? Did he forget his audience again? Did he forget his million and more?

Study simplicity in expression and practice it. It is much desired and many are striving for it. However, it is not as common as it should be nor as common as it is going to be in the future. Advertising writers are improving in this respect. A simple style is worthy of cultivation.

Don't make it necessary for a man to stop and wonder what you mean, what you are trying to convey to him. Don't make it necessary for your reader to appeal to the dictionary for help. Make each sentence painfully plain. Your advertisement will be understood by more people if you do.

Here is a method and test for writing copy that may not have been thought of by many advertising writers:

Pick up your advertisement. Imagine you have a million people before you. Start reading your copy to that immense audience. How does it sound? Is it convincing? You may come to opposite conclusions as you read your lines. You may find that the appeal is not there or that your words might be misunderstood, or that they haven't the proper punch.

After you have read aloud your advertisement, you may decide to write a different piece of copy. You may decide to marshal your arguments differently. You may decide to make your appeal nearer the "flesh and blood type." Why? Because you will think differently, having that vast audience in mind, and frequently before you.

You will find that as you picture a million people, you will write copy with the idea of arousing your hearers.

Write to a million people the way you would talk to them if they were before you. It is a certainty that most times you would not write the copy you would otherwise.

As a rule, in writing, we have the individual in mind. This is so, for the reason that most times, we are writing to one. When we talk, we have the crowd in mind. You will see from this that the mind thinks differently. The mind usually writes in the singular sense, but in talking, the mind thinks collectively.

### Mr. Curtis' Faith in Advertising

In PRINTERS' INK of Dec. 15, 1894, appeared the following paragraph:

"In thirty years the Philadelphia *Ledger* has advertised but three times, and the manager, long with Mr. Childs, expresses a hope that while he lives and occupies his present position, such an error shall not be again committed. Mr. Curtis, of the Philadelphia *Home Journal*, takes a different view of advertising, and is alive to-day."

It is over twenty-three years since this paragraph was printed. No one can now remember who was the manager of the Philadelphia *Ledger* at that time. But everyone knows Mr. Curtis. He is still very much alive, he is still advertising, and by a curious sequence of events, which would seem to be something more than accidental, he is now the proprietor of the *Ledger*, whose former manager did not believe in advertising.

### H. H. Fish Heads Western Newspaper Union

H. H. Fish, of Omaha, has been elected president of the Western Newspaper Union, with which he has been associated in important executive capacities for more than twenty years. He succeeds George A. Joslyn, who died in the fall of 1916.

Charles D. Joslyn, of New York, has been elected chairman of the board of directors.

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# You Can Reach Homes Like this by Using **FARM<sup>AND</sup> HOME**



*There's no guesswork about it!*

Investigations made by advertisers as well as ourselves have proved the quality of Farm and Home's circulation—over 88% of which is on R. F. D. routes and in towns under less than 2,500. This is an actual count of every single name on the entire subscription list.

**Over 600,000 Farmers and  
Country Storekeepers  
Read and Believe in**

## **FARM<sup>AND</sup> HOME**

*The National Monthly Magazine of Rural Life*

So with their families.

Every time you buy space in Farm and Home you are buying an entry to the confidence of these 600,000 families because they are loyal to this, their monthly farm paper.

Farm and Home shows, too, a greater reader interest than any other national farm paper, as proved by the actual percentage of *renewals* on its list, based on the count of the *entire* mailing list (and, remember, we are members of the Audit Bureau of Circulations).

Turn this vast purchasing power *your* way. Your announcement in Farm and Home will do it.

### **PHELPS PUBLISHING COMPANY**

30 No. Michigan Ave. Chicago, Ill.    Onelda Bldg. Minneapolis, Minn.    315 Fourth Ave. New York    Forsyth Bldg. Atlanta, Ga.    1-57 Worthington St. Springfield, Mass.



## Placing Your

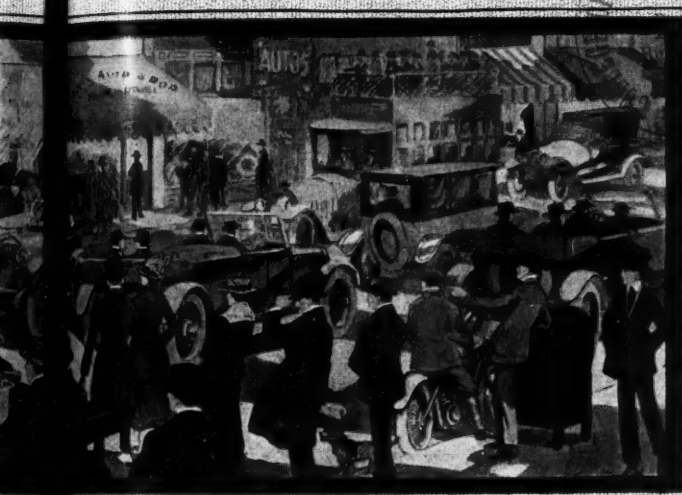
It will be to your advantage to place your poster  
 maintaining offices and Poster Plac  
 twenty-three states—acting as serv  
 having a personal representative w  
 country  
 having the largest staff of recognize  
 and *equipment* to enable you to get

Before placing your next Poster Advertising

CHICAGO

Thos. (us Comp

Largest Advertising Agency in



## our Advertising

your advertising campaign with an organization  
Plan over 400 large cities and towns in  
service to the advertiser  
few hours' ride of any point in the  
Experts backed by the *facilities*  
most efficiency out of this medium  
writing *write us.*

s. (us) Company NEW YORK  
advertising company in the World



# Forceful

There's aggressive, downright brute-strength about a cloth-bound booklet or catalog.

It gets over the top no matter how many obstacles there are between the mail desk and the boss's sanctum.

And when it gets there—it stays.

Stays in good condition, too. For there is no danger of it becoming torn or frayed as paper-bound booklets invariably do.

Let your next booklet or catalog be cloth-bound, and note the difference in returns. Your printer or binder can give you prices and show you samples of



*Interlaken*  
*Book Cloth* The standard since 1883

Write today for our cloth-bound booklet, "Getting Your Booklet Across." It contains some interesting facts about the economy of cloth covers. Address Interlaken Mills, Providence, R. I.

# Congress Should Give Us a Workable Tax Law

The Present Law Called a Failure as a War Profits Tax

By Edwin R. A. Seligman

McVickar Professor of Political Economy, Columbia University

From the *Nation*, New York, March 28.

THE centre of the stage in our war-revenue legislation is occupied by the excess-profits tax. This is intelligible both from its importance as a revenue yielder and from its novelty. It is expected to yield this year almost one and one-quarter billions, or, to be more precise, \$1,226,000,000, a sum which exceeds the anticipated yield of the income tax. But while the latter is simply an elaboration of the previously existing impost, the excess-profits tax is something entirely novel in the annals of American taxation.

The original idea which was responsible for the present law was borrowed from Europe. It started in some of the neutral countries, where immense profits were made in supplying the belligerents with raw material, food and munitions of war. But in the belligerent countries also the profits of the mercantile and industrial classes were swollen to an inordinate extent. It was soon recognized that this great contest was a war not so much of men as of economic resources. The sums expended by Governments for providing the necessary material assumed colossal dimensions and necessarily went in large part through the hands of individual and corporate contractors. So pressing was the need that the principles of economy were thrown to the winds, and large profits accrued to the fortunate purveyors. The whole fiscal conduct of the war, moreover, led to a rapid increase of the price level, which naturally benefited the producer, whether or not he was working on war contracts. The well-nigh universal increase of profits was such as in many cases fairly to stagger the imagination.

In casting about for the wherewithal to meet these vast expenditures of the war, it was natural, therefore, for the Governments to take recourse to these very profits. Never before in the history of the world had such immense profits been made; never before in the history of the world had such immense sums been needed. It was not alone that the profits were so great, but that they were to an overwhelming extent the direct result of the war. Why, it was asked, should not those who prospered through no direct efforts of their own contribute to the common cause which was really responsible for their gains? In fact, more and more emphasis was laid upon the idea that no individual and no class of the community ought to be permitted to profit from the sufferings of humanity. The community was being called upon to make all manner of sacrifices; why should particular individuals or special classes be allowed to prosper through the sacrifices endured by the country as a whole?

## RATE IS HIGH ABROAD, BUT ON WAR PROFITS

This idea took shape in the war-profits tax. Starting at a comparatively low figure in some of the European countries, the rate soon rose to 50 per cent. It was some little time before Great Britain adopted the tax, but it was then levied at the rate of first 50 per cent and then 60 per cent. During the present fiscal year the rate was raised to 80 per cent, and as the tax spread to other parts of the world, the rate reached, in some cases, even 90 per cent.

In all these countries, however, the tax was a war-profits tax; that is, it attempted to reach the

profits that could be ascribed directly to the war. There was no thought of imposing any special burden upon profits in general. Profits in general were supposed to be reached by the income tax, which, as in Great Britain and Germany, assessed the profits of business as well as the income of individuals. War profits were everywhere defined as the excess of the profits during the war years over the profits in a pre-war period. Although this pre-war period varied from country to country, the fundamental idea was everywhere recognized that what ought to be reached by the tax was the excess of profits during war time over those of the pre-war period. The tax was strictly a war-profits tax.

#### THE POLICY FOLLOWED HERE

In the United States, however, this principle was modified. Our tax is not a war-profits tax, but an excess-profits tax. Instead of trying to tax the profits due to the war, our legislators thought it preferable to tax high profits in general, whether or not due to the war. When the committees came to study the situation, they ascertained that there were a number of large corporations which had been making huge profits before the war and which would, therefore, be reached only slightly, if at all, by a war-profits tax; for, although their profits during the war might be great, they were little, if at all, larger than in the preceding period. Why, it was asked, should a business earning immense profits during the war be exempt from taxation simply because it had also been earning immense profits before the war?

This specious reasoning convinced our Solons. I say specious reasoning because it forgot that if the profits were high before the war, they were subject to the corporation tax and the income tax existing before the war. And even if it might be retorted that those taxes were inadequate, the situation might have been remedied by imposing a

higher tax upon profits in general while, at the same time, retaining the principle of the specific taxation of war profits. As it was, Congress abandoned the conception of war-profits taxation and introduced the principle of excess-profits taxation. It is true that the tax is called the war excess-profits tax; but that term really means a tax on excess profits levied during the war, just as the similar term "war excise taxes" used in the law means the excise taxes levied during the war, and just as the term "war income tax" means, not a tax on incomes due to the war, but a tax levied during the war on incomes in general.

Although the tax is called a war excess-profits tax, that is, a tax levied during the war on excess profits in general, it is significant that nothing is said about the limitation of the tax to the period of the war. In the war-profits taxes abroad, the tax ceases automatically with the end of the war, for where there is no war there can be no war profits. It is entirely possible, however, for our tax to be continued after the war, just as it is possible that fiscal exigencies may compel the continuance in whole or in part of our war income tax or of our war excises. Our tax is, therefore, something novel and different from the taxes found in Europe.

This difference in principle carries with it differences in practice. Where the tax is imposed on war profits, it is in most cases simple, because it is comparatively easy to ascertain the excess of war profits over peace profits. Since, however, our plan is to tax excessive profits in general rather than the excess over a pre-war standard, it became necessary to lodge the criterion elsewhere than in pre-war profits. The criterion of normal profits is, accordingly, declared to be a certain percentage of the capital employed, the pre-war period being utilized only incidentally in ascertaining this normal percentage. That is to say, in computing excess



profits, the law takes the excess over a certain so-called deduction or normal amount, consisting of a fixed sum (\$3,000 for domestic corporations or \$6,000 for partnerships, citizens or residents), together with an amount equal to the percentage of the invested capital represented by the average annual income during the pre-war period, but with the important restriction that this percentage shall in no case be less than 7 per cent nor more than 9 per cent of the capital. From this base line of normal profits are computed the excess profits, the tax rising progressively with the excess, being fixed at 20 per cent on the excess profits up to 15 per cent and rising to 60 per cent on the excess profits over 33 per cent.

It is obvious that the important point here lies in the computation of capital, for with one exception income is defined in the excess-profits law just as it is defined in the income tax law. The greater the amount of the "invested capital" as compared with a given income, the smaller will be the percentage and the tax.

This is the chief difficulty with the new law. What constitutes invested capital is so elusive as to be virtually impossible of precise computation. Not only will there be gross inequality between businesses which enjoy the same income, but which are variously capitalized, thus putting extra taxation on small and conservatively capitalized concerns; but all manner of opportunities will be afforded for evasion of the law.

#### PASSING THE BUCK TO EXCESS PROFITS BOARD

The effort made to define capital in the law is not very successful. Invested capital is defined as actual cash paid in, the actual cash value of tangible property, and the paid-in or earned surplus employed in the business. Patents and copyrights are included up to the par value of the stock paid therefor, and the same rule is declared applicable to the other

intangible property, with the arbitrary limitation that if purchased before 1917 the amount of this is limited to 20 per cent of the capital.

The advisory board of the Internal Revenue Department has issued a long and interesting list of regulations relative to the tax, and it has sought manfully to deal with some of the most perplexing problems. A slight consideration, however, of the history of the attempts made in this country to ascertain for purposes either of taxation or of rate-making the capital or the valuation of our railroads and other public utilities ought to have given our legislators pause. We have been trying for almost half a generation to solve the problem of capital value in a single class of business enterprises. The best minds of the country have been at work on it—bankers, economists, engineers and Government officials. The result is far from satisfactory. There is no agreement anywhere. Yet we blithely disregard all this experience and impose upon a small advisory board the responsibility of deciding at once a similar complicated question for the entire business of the country, involving in not a few cases even more complicated problems than are found in the public utilities. It is not too much to say that we are relegating to them a task impossible of execution. The result is bound to be unsatisfactory. It has been contended, in defence of the law, that it is immaterial whether the criterion be sought in income or in capital; for capital, we are told, is nothing but capitalized income. In reality, however, capital is not capitalized income; capital is the capitalization not only of present income, but of anticipated future income, which is a very different thing. If, as frequently happens, the anticipated future income does not materialize, there is a vital difference between a tax on capital and a tax on income. The objection to the law still remains, as before, that the choice of capital not only constitutes a clumsy at-



tempt to reach taxable ability, but introduces a gross inequality in principle and a deplorable uncertainty in administration. While something may no doubt be done to clear up the ambiguities and to remove some crass inequities, enough will remain to deprive the measure of a claim to scientific or practical validity.

The most serious objection to the law, however, has yet to be mentioned. Even assuming that the above difficulties were removed, that the capital could be accurately estimated, and that it varied in amount proportionally with the income—even then the tax would still be defective.

This is due to the criterion chosen for the basis of the graduated scale. Something can be said for a graduated tax on income; something can even be said for a graduated tax on capital; but it is difficult to say anything in defence of a tax which is graduated on the varying percentage which income bears to capital. To penalize enterprise and ingenuity in a way that is not accomplished by a tax on either capital or income—this is the unique distinction of the law. For, in the first place, while it is true that excess profits are sometimes the result, in part at least, of the social environment, they are not infrequently to be ascribed to individual ability and inventiveness. While it is entirely proper that a share of the profits should go to the community, it is not at all clear that the tax should be graduated according to the degree of inventiveness displayed. But there is a still more important consideration. Almost all large businesses have grown from humble beginnings, and it is precisely in these humble beginnings that the percentage of the profits to the capital invested is apt to be the greatest. The criterion selected, therefore, is the one best calculated to repress industry, to check enterprise in its very inception, and to confer artificial advantages on large and well-established concerns. Nothing could be devised which would

more effectively run counter to the long-established policy of the American Government to maintain competition.

The final shortcoming of the law is that it really does little towards taking for the community the real war profits of business. Even though our rates reach 60 per cent, this rate is imposed only on a small proportion of the whole, and the total tax takes a very much smaller share of the war profits than in any other leading country. It is unfortunate to see the net profits of some of our important corporations, after making all deductions for the excess-profits tax, amount to several times as much as what was earned before the war. As a war-profits tax, the law is a failure; as an excess-profits tax, it will probably not be a success.

It is much to be hoped that when Congress again occupies itself with the fiscal problem, it will see fit to remedy these defects. If we are to retain the principle of the excess-profits tax, it ought to be put on a different basis. But whether the basis be retained or not, we ought to have what we do not have at present, namely, a war-profits tax.

### Look Out for "Gyp" Liberty Bond Advertisers

The National Vigilance Committee of the A. A. C. of W. is giving warning against the bond broker, who advertises in newspaper classified columns that he will buy Liberty Bonds, giving his home address. A New Jersey newspaper reports the case, which it investigated after its suspicions were aroused. It found that the advertisers were professional bond men, and that the prices offered for the bonds were considerably below the proper market price.

"It will be well for all publishers," writes Merle Sidener, chairman of the committee, "as well as honest and patriotic brokers, to be on the lookout for such operations in other communities. Advertising must be used to win the war, not to hamper the nation."

### Eastern Representation for Vancouver "Sun"

The Vancouver, B. C., *Sun* has appointed Gilman & Nicoll, New York, as its representatives in the Eastern territory.

*The American Manufacturer*  
*who advertises*  
**NOW**  
*for*  
**EXPORT BUSINESS**

*is not only laying the foundation for future business, but is securing immediate profitable export orders as well.*

THE maintenance of such trade means a profitable outlet for goods no matter what the conditions may be in the domestic market.

Such trade during the war is the best and the only positive assurance of securing our fair share of that trade after the war.

AFTER the war, large export trade will be absolutely essential to help solve the problems of readjustment in industries when the demand for munitions ceases.

British manufacturers who, because of Britain's shortage of raw material, are unable to ship at all, are advertising extensively for export business after the war.

*Let us send you sample copies, rates and a full explanation of our service.*

**AMERICAN  
EXPORTER**

**17 Battery Place, New York**

*Member A. B. C.*

# TAKING NITROGEN FROM THE AIR

One of the Biggest Events in Southern Industrial History—The Great Dam and Nitrate Plant the Government Is Building in Alabama

**A**T Florence, Sheffield and Tusculumbia, in Alabama, on the Tennessee river, the United States Government is spending Fifty Million Dollars in building the Muscle Shoals dam and nitrate plant.

Three dams, in fact, are building. The largest is one hundred feet high and nearly a mile long. This will open the Tennessee river to navigation—an act of far-reaching importance in itself. It will develop more hydro-electric power than is got at Niagara Falls. Naturally this will focus many vast electro-chemical industries at Muscle Shoals in operating undreamed-of metallurgical establishments in the future.

The nitrate plant will serve the Government's urgent war needs for nitrates in making powerful explosives. And when the war is over and that demand has ceased, the plant can then produce an almost limitless supply of nitrates for use in making fertilizers to meet the food-growing needs of the Nation and render this country independent of the nitrate deposits of Chile.

This plant is another of the huge industrial enter-

## ALABAMA

Birmingham Age-Herald  
Birmingham Ledger  
Birmingham News  
Gadsden Journal  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal

## ARKANSAS

Little Rock Democrat

## FLORIDA

Jacksonville Times-Union  
Miami Herald  
Miami Metropolis  
St. Augustine Record  
St. Petersburg Independent  
Tampa Times  
West Palm Beach Post

## GEORGIA

Albany Herald  
Atlanta Constitution  
Atlanta Georgian and  
Sunday American  
Atlanta Journal  
Augusta Herald  
Macon News  
Macon Telegraph  
Savannah Morning News

## KENTUCKY

Lexington Herald  
Lexington Leader  
Louisville Courier-Journal and  
Louisville Times

## LOUISIANA

New Orleans Item

prises being located in the South by the Federal Government as a result of the war. It means enormous sums of Government money are being spent among the Southern people for labor and supplies.

Why, just the other day a Government official walked into a big store not far from Muscle Shoals and bought \$25,000 worth of kitchen utensils and said, "Send them to Muscle Shoals"—just as nonchalantly as if he had been ordering a cake of yeast from the corner grocery.

\* \* \*

Whichever way you go in the South today you see evidences of new life and progress. The Southern farmer last year raised crops to the value of BILLIONS of dollars more than he did in 1916—and he'll beat his 1917 record this year. Hundreds of ships are being built in Southern yards. Industry and prosperity stare you in the face in every quarter of Dixieland.

\* Such a condition cannot fail to have significance in the eyes of national advertisers who seek an inviting field for their products—a field that can be most thoroughly and economically covered by the use of Southern daily newspapers, the periodicals that have the strongest pull among the better class in the South.

If you wish more extended information on this point, write to any of the following papers which are members of the Southern Newspaper Publishers' Association.

#### NORTH CAROLINA

Asheville Citizen  
Asheville Times  
Charlotte News  
Greensboro News  
Raleigh Times  
Rocky Mount Telegram  
Wilmington Dispatch  
Wilmington Star  
Winston-Salem Journal

#### SOUTH CAROLINA

Anderson Daily Mail  
Columbia State  
Greenville News  
Spartanburg Herald  
Spartanburg Journal

#### TENNESSEE

Chattanooga News  
Chattanooga Times  
Knoxville Journal and Tribune  
Knoxville Sentinel  
Memphis Commercial Appeal  
Nashville Banner  
Nashville Tennessean and  
American

#### TEXAS

Beaumont Enterprise  
Beaumont Journal  
Ft. Worth Star-Telegram  
Galveston News

#### VIRGINIA

Lynchburg News

# Zone Rate Effects

A good many advertisers ask us whether The Farm Journal will be put out of business by the coming zone system of postage rates.

The answer is that the only thing that will put The Farm Journal out of business is a lack of confidence on the part of our subscribers.

The fact is that this subscriber confidence is steadily growing, rather than diminishing. Our Folks manifestly like the paper more than ever before, because the percentage of renewals received this winter is higher than in any recent past.

It is likely, however, that a good many publications will be put out of business by the new system of postage—in fact, we are informed that some 3,000,000 farm paper circulation has been done away with recently because of war and business conditions.

The thing for advertisers to do, in these strenuous times, is to buy big space in publications of known financial strength. Invest money in a publication that will stay in business, so your advertising can pay you your just dividends in future years. Advertising this year in a publication that is discontinued

next year can't get you anywhere unless you are working on a one-time basis.

So this year is, above all other years, a time for you to buy space in publications of known value, of known financial strength, and of known permanence in the publishing business. The biggest paper in its field is none too big nowadays.

Our belief in the future is illustrated by our plans for the future—plans that call for increased investments, rather than a restriction of our activities. The colored cover, to begin with July, is one evidence of our faith in the future as well as in The Farm Journal itself. An enlarged service to advertisers in other directions is scheduled for early announcement. More aggressive promotion of The Farm Journal to subscribers has been under way for some time. In other words, we manifest our faith by works, and are pushing ahead energetically all along the line. The zone postage tax is an unfair and unjust burden, but we believe fair-and-square Americanism will soon set things right, and so for us it is "full speed ahead!"



FIND LIKE ANY OTHER PAPER

# ts War Posters Aflame with the Fighting Spirit of the French People

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Notable Collection of Artistic Creations on View in New York—Mrs. Belle Armstrong Whitney Tells Why French Artists Excel in Work of This Character

By Frank Leroy Blanchard

"THE French people are accustomed to the appeal of posters, which have never been so extensively used, or with better effect, to arouse the populace of France than during the present war," said Mrs. Belle Armstrong Whitney to a representative of PRINTERS' INK. Mrs. Whitney, who is at the head of the Whitney-Richards Galleries, New York, but whose home is in Paris, is the foreign secretary of the Surgical War Dressings Committee of the French Red Cross. She has crossed the Atlantic twenty-one times since the war began. Apparently the U-boats have no terrors for her. She was in Paris when the Huns made their first great drive toward the city, and has been in intimate touch with the life of the French people ever since.

As a connoisseur of art she has taken great interest in the poster work of France, and brought back with her on her last trip across the sea one of the best collections of war posters that has been seen in this country. A few days ago she showed many of them at the Ad-

vertising Club of New York, and the past week over fifty have been on exhibition at the Salma-gundi Club in lower Fifth Avenue.

"The two greatest artists of France," continued Mrs. Whitney, "and probably the greatest in the world to-day, Besnard and Simon, who never before painted a

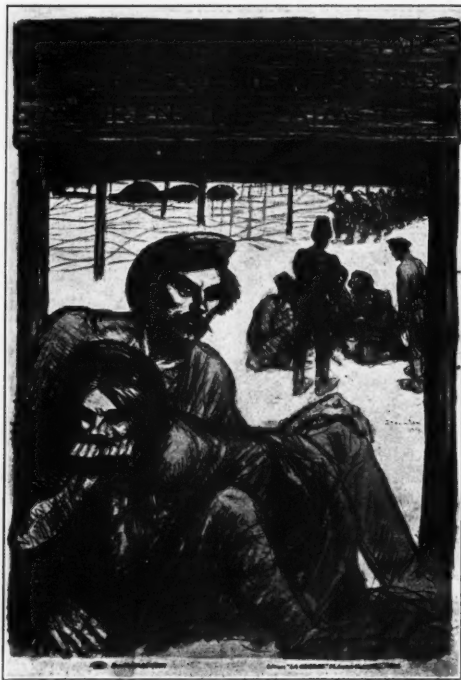


YOU CAN ALMOST HEAR THIS SOLDIER SHOUTING "ON LES AURA!" (WE WILL GET THEM). THE POSTER ADVERTISES THE SECOND NATIONAL DEFENSE LOAN. THE EXPRESSION UPON HIS FACE, THE UPTHRUST OF HIS ARM, THE POISE OF THE BODY—ALL DENOTE INTENSITY OF ACTION

poster, have devoted themselves to the production of war posters with all the enthusiasm that they have shown in the production of their masterpieces. Then, too, there are Faivre and Steinlen, who have won signal distinction as painters, who have also given

spirituality and feeling. They surpass all other artists in depicting human suffering and put that something into their war posters that clutches the heart and arouses in the mind of everybody who sees them the desire to do everything in his power to save France.

"The American war posters are simply illustrative—a pictorial argument. They do not have the spiritual vision—the devotional Jeanne d'Arc spirit, if you will—which is so much in evidence in the French poster. There isn't the slightest doubt that we have artists who are capable of producing the very best there is in poster art. But I fear that too many of those who have done this kind of work have felt that they must work down to the American people instead of up to them. One thing that has had a depressing effect upon the making of war posters has been the custom of submitting them to committees whose members have no knowledge of art, and therefore no appreciation of the ideals and



THE PITIFUL STORIES OF THE SUFFERINGS OF RUSSIAN PRISONERS STARVING IN THE ENEMY'S COUNTRY THAT REACHED PARIS MOVED STEINLEN TO DRAW THIS POSTER TO ASSIST IN RAISING A FUND FOR THEIR RELIEF

their country some of the most effective war posters that have yet appeared. When these and other great artists produce a poster it is regarded as a work of art and is accepted as such. It is not submitted to a committee, the chairman of which is the second cousin of a political official, for approval.

"The poster work of the French artists is characterized by action,

thoughts the artist has expressed. It is a humiliation to ask an artist of merit to place his work in the hands of such a committee.

"I think the American people themselves are to blame for unimpressiveness of much of the war poster advertising. They feel that when they have contributed their money to the Red Cross, Y. M. C. A., Knights of Columbus and other relief funds, and have pur-

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chased a few Liberty bonds and have given the soldiers who leave for the front a hearty send-off, they have done about all that can be expected of them. They seem to forget that we can no longer have a place all by ourselves to enjoy the human liberty given us by our ancestors, who fought and died that we might possess it. The

whole world cannot be torn with the strife of battle while we remain indifferently interested spectators at a safe distance.

Those who have sent their sons and fathers across the sea to man the trenches, or into the Navy to serve on the battleships, know what the war means. We have felt so secure on this side of the Atlantic that we are not alive to the dangers that threaten us in the dominance of the Huns. We need to cultivate a contempt for material things and to be imbued with the spirituality that makes a man sacrifice his all for his country and for humanity. When we reach this stage you will find a new spirit in our people that will be like a consuming fire. Then, and not until then, will our poster art take on that virility, that appealing, irresistible

power that is shown in the work of the artists of France."

Mrs. Whitney is of the opinion that the members of the average committee appointed to pass upon war posters are afraid of serious

art and think that the pretty "flapper" will appeal to more people than the battlefield.

"Advertising the war, to the French people, is a serious business. The 'Gee-whiz, I wish I were a man' style of poster is not used. The first of the mobilization posters was placed on the bulletin boards of Paris and else-



FOULBOT IS A WONDERFUL DELINEATOR OF CHILD LIFE. ALTHOUGH MANY OF THE POSTERS HE HAS DESIGNED DEPICT SUFFERING AND DEJECTION, THIS ONE IS IN LIGHTER VEIN AND SHOWS A LITTLE GIRL BANDAGING A TOY SOLDIER. SHE IS COLLECTING MONEY FOR WAR SERVICE FUNDS, AND HER DOG IS HELPING HER

where on August 2, 1914. It was wholly in type, with the exception of a picture of the Tri-color of France in the center. This poster, which originally cost one dollar, is in such demand by collectors



that I had to pay \$30 for the copy I have. This one was followed by others in rapid succession. As soon as possible the artists got busy and were soon producing the wonderful posters in colors which, later, turned France into a great, outdoor picture gallery. Their effect has been tremendous. The French people re-

magundi Club are strikingly impressive. Two of them depict battle scenes in which Colonial troops from Africa are taking part. In one, by Fouqueray, two soldiers, their faces distorted by the frenzy of battle, are charging the foe with bayoneted guns. Behind them is a mounted horse-

man in turban and robe and above their heads float the colors of France. In the second, a tall, black African in tattered uniform stands with one arm uplifted, holding his rifle, and the other, with fist doubled up, is stretched toward the enemy. His face is aflame with hate and he is shouting defiance, while, crouched at his feet, are two comrades, with guns in their hands, ready to charge. No one can look at these posters without feeling his heart stir within him. He can almost hear the roar of battle, the staccato of bullets whistling through the air, and the crashing explosion of big shells just beyond the line of vision.

In the posters designed to promote subscriptions to funds for the relief of widows and

orphans, to supply food for starving Russian prisoners, and to provide hospitals for consumptive soldiers, the French artists depict human suffering in a masterly manner. One of these posters, drawn by Steinlen, reproduced on page 62, shows two gaunt-faced Russian prisoners. Hunger has them in its grasp. Another represents a mother and her little



THIS POSTER, WHICH WAS DESIGNED TO STIMULATE THE ITALIAN LOAN, SHOWS THE DREAR DESOLATION OF A SCENE IN THE UPPER ALPS, WHERE SOLDIERS ARE MAKING THEIR WAY THROUGH ICE AND SNOW

spond quickly to the poster appeal which touches their hearts and arouses their patriotism. In addition to the posters calling the men to arms, there were others asking for contributions to the Red Cross, the widow and orphan, and the tuberculosis hospital funds."

The specimens of war posters from Mrs. Whitney's collection on view in the art gallery of the Sal-

## *The* United States Chamber of Commerce says:

Fruit growers have the highest average prosperity of any class of farm people in the world. Unlike the ordinary farmer who does not market his crops until late fall, the fruit grower and fruit growing farmer come into market with strawberries and then keep coming with raspberries, cherries, and other fruits during the whole season. The returns from his early sales and from summer fruits which follow in quick succession, give the fruit farmer "ready money" and place him in a position to buy during the summer.

—Annual Report.

There is only *one* way you can reach these fruit growers, and that is in the world's leading fruit publication—

## Green's AMERICAN FRUIT GROWER

*The National Fruit Journal of America*

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher.

Paul C. Stark, Associate Editor.

Charles A. Green, Associate Editor.

Member Agricultural Pub. Ass'n.

Applicant for membership A.B.C.

# Stabilizing Profits on a Speculative Staple

When cost in a staple product is largely for *raw material* the profits become highly speculative for its makers.

They cannot control production charges; for, these vary with raw material conditions and the rise or fall may be violent.

Therefore, the only solution is to stabilize their market—their *sales outlet*.

And not only is this the logical procedure but it is also the most *inexpensive* method of protecting profits. For, advertising-cost to stabilize the *consumer* market, is the small part of a manufacturer's investment. Yet, peculiarly enough, it is this comparatively small expenditure on sales promotion which makes profitable the big *fixed expense* of production.

Our experience in merchandising should make our counsel valuable to those who are today confronted by such a situation.

## Mallory, Mitchell & Faust

(Incorporated)

*Advertising and Merchandising Counsel*

Security Building - - Chicago, Illinois

ENTIRE 8th FLOOR

Established 1904



ones in the desolate ruins of their home. The walls have been battered to the ground by the shells of the enemy. The only furniture left is a dilapidated bed upon which the woman is sitting with her head in her hand, and a sleeping child in her lap. By her side stands a little boy with bowed head. The utter desolation of the scene and the helpless sorrow of the little group bereft of home and everything else they hold dear is infinitely touching and is designed to arouse people to contribute money to aid victims of the war similarly situated.

The number of soldiers in the French army who through privation and suffering have contracted consumption is large indeed. As the hospitals had all they could do to take care of the wounded, shattered men who come from the battlefield, there were no accommodations for tuberculosis cases. In order to provide special hospitals for them an advertising campaign was launched to raise a fund for this purpose. One of the posters used shows a soldier with sunken cheeks clad in the light blue uniform of the French army and leaning upon a cane as he rests beneath the branches of an apple tree in full bloom. He is looking across a wide green field to a hospital in the far distance.

In depicting child life the French artists are particularly happy. One of the posters shows a file of little boys dressed as soldiers and standing at salute as two soldiers right from the battlefield, one with his arm in a sling and the other limping with a cane, walk by. Above the heads of the youngsters is a flag waving in the breeze. In another poster, designed to promote the French Red Cross fund, a pretty young miss is seen bandaging a toy soldier, while, by her side, sits her pet dog holding in his mouth a little basket for the reception of such gifts of coin as passersby might drop into it.

A single example of the work the Italian artists are doing in posters is shown on page 64. In the original, the colors used

are blue, black and white. It shows a detachment of Italian soldiers making their way along a steep road, high up among mountain peaks, through fields of ice and snow. At the bottom is an appeal for subscriptions for the national war loan.

### The Department Store and Branded Goods

"How Advertising Helps the Salespeople" is the title of an article in the "Hudsonian," the house-organ of the J. L. Hudson Company, Detroit department store. The following extract, if it had been written in reference to nationally advertised goods, would be just as applicable to department-store clerks, perhaps, as if referring to the unbranded articles usually found in department store advertising:

"If you could talk to a million people about a new waist or a new shoe or anything else in your department, you would think it a marvelous thing, wouldn't you? Yet that is what advertising does. Talks to a million people every night about the store, its service and its merchandise.

"Hook up to the advertising every day. Read it carefully, and use the same arguments on your customer.

"Remember that we sold nearly one hundred and fifty refrigerators in three weeks in the month of February when people did not want refrigerators,—all because we advertised them.

"If the advertising will do this in selling refrigerators, you cannot afford not to take advantage of so powerful a friend in helping your own salesbook and incidentally in filling your own pay-envelope."

### Edwin Wildman Buys "Forum"

The *Forum*, New York, has been purchased by Edwin Wildman, who will actively direct the magazine's policies. Mr. Wildman is president and treasurer of the publishing company; Perley Morris is vice-president, and C. C. Savage, secretary. Directors, in addition to the above, are Bartlett Arkell, president of the Beech-Nut Packing Company; M. L. Griswold, of Rogers & Company, and A. E. Stilger, president of the Chelsea Exchange Bank. John Nash Willys is a large stockholder.

### Poster Contest for W. S. S.

Prizes aggregating \$310 are offered by the National War Savings Committee for the best poster designs submitted by students in the schools of the United States. A bulletin has been issued, giving the details of the competition. Prizes will be War Savings Stamps, rather than cash.

# Advertising to Get Boys for the Farms

Food Board Is Using Advertising to Get Recruits for Its Food Producing Army, the S. O. S.—Soldiers of the Soil

**T**HE Canadian food controller stepped down and out some weeks ago to make possible the reorganization of the Food Control department. The new Canada Food Board, under the chairmanship of Henry B. Thomson, is rapidly getting into harness. The Board is divided into three divisions—production, distribution, conservation. The late controller devoted most of his energies to

mobilize food producers for the coming season. These food producers will be known as the S. O. S., or Soldiers of the Soil, and each province is required to raise its quota for the work. The total number of boys required in Canada is 25,000, of which Ontario's quota is 15,000. In this initial campaign the appeal is directed at the boy, although through all the advertisements there runs the underlying appeal to the parents. The week of March 17th to 23rd was designated Enrollment Week, during which all patriotic boys were requested to enlist in the great farm brigade.

To make the enlistment more attractive the Dominion Government will award a bronze badge of honor to all boys serving three months in the S. O. S. This medal will be a coveted treasure, and to further distinguish the S. O. S. boys the government has adopted an official uniform with the two-fold objective of encouraging boys to get into a uniform and to encourage discipline and honorable work. The farm brigade is being organized along the lines of the Boy Scouts, with bands, officers, and other military things.

To accomplish all this, the National Council of the Y. M. C. A. has loaned to the Government its boys' work secretary, who will look after the mobilization and disciplinary work.

The Y. M. C. A. plus the big national campaign in the press now being carried on, is developing a great Farm Brigade. The advertisements feature the letters S. O. S. in the form of lightning flashes, while the copy is a straight appeal to the boys' patriotism, flavored with the fact that this is where he can get into the big fight even though he is

## Can't You Hear Them Calling—Boys?

The Soldiers of the Soil need 15,000 of you in Ontario to swell their ranks and produce food for your brother soldiers overseas. Starvation and defeat face the Allies unless more food is sent from Canada this year.



**Soldiers Of the Soil**

Boys, this is your grand opportunity to do your bit. You're too young to serve in the trenches, but you can do something big—self-sacrificing—on the farm. For 3 months' service on the farm, a Bronze Badge of Honour will be awarded. Make up your mind to win one.

**Join Up! Join Up! Your Country's Calling You!**

**Enrolment Week, March 17th to 23rd**  
 Enroll with your School Principal, or Enrolment Officer whose name will be mentioned in the local press.

**Farmers**—Apply for farm help to the District Representative in your county, or to the Ontario Government Public Employment Bureau, 14 King Street East, Toronto, 139 Queen Street, Ottawa, 81 John Street North, Hamilton, 108 Dundas Street, London.

**Canada Food Board**  
 Ottawa

*Henry B. Thomson*  
 Chairman

THE S. O. S. CALL TO THE BOYS

conserving food, although some attention was given to production. The new Board has organized the whole Dominion into a campaign to increase production. The work of conserving and distributing will be kept up and extended, but for the moment the major energies of the Board will be devoted to increasing the production of food while there is still time.

The various provinces are co-operating with the Food Board to

# NUGENT'S - The Garment Weekly

"GIRLIES  
WEEKLY"  
and  
"GIRLIES  
WEEKLY"



PUBLISHED  
WEEKLY  
BY  
THE ALLEN-NUGENT CO.

November  
Third  
Eleventh  
Seventeen.

Mr. Roger W. Allen,  
c/o The Allen-Nugent Company,  
1182 Broadway, New York City, N. Y.

My dear Mr. Allen:-

For the past two years we have been using Nugent's Bulletin at frequent intervals for the purpose of calling the attention of the Ready-to-Wear trade to the merit of our merchandise. We have frequently tested the direct advertising results and also have made an attempt to figure out the publicity results obtained.

The enclosed contract for 66 issues for the coming year is given you because we feel that Nugent's brings us the very best returns we can possibly obtain thru trade paper advertising. As you may know we have tried three or four other trade papers but we must frankly admit that Nugent's has given us the best returns for our investment.

The writer calls on all the largest houses between New York and Kansas City and has made a particular note of the publications that he sees on the buyers' desks and also in course of conversation he has attempted to find which of the trade papers is the most popular. Nugent's, it seems, is read more than any of the others because of the frequent articles that are of particular interest regarding merchandising and buying and the news items telling about what manufacturers are doing and preparing to accomplish. Particularly we wish to inform you that we are using Nugent's more for the publicity and Good Will which it is building for us than for any direct results we may be able to obtain thru the magazine.

We want you to know that the past two years have proved to us that the more you devote to writing in our estimation brought the desired results. In next coming we continued success and hoping that the next year will find us even better pleased with your magazine than the one just past, we are

Yours very truly,

W/AL.

Write for rates  
and full information

THE ALLEN-NUGENT CO.  
1182 BROADWAY NEW YORK

the  
best medium  
for  
**PUBLICITY**  
in the  
Ready-to-Wear  
field

under the military age. The special uniform and the Badge of Honor enhance this, for there are few boys who see the parades of the S. O. S., but want to get in the brigade and wear a uniform.

The text of the advertisements—there are no illustrations—is filled with red-blooded phrasings that get across with a serious message in a serious way. It should make everyone who reads it think twice about the present food crisis. While the major appeal of the copy is to recruit boys for the S. O. S., it is quite apparent that the Government is indirectly appealing to all the citizens, for it is everybody's duty to help greater production.

Concurrently with this Government campaign comes the campaign of the Ontario Organization of Resources Committee, which aims to encourage "A Week of Dedication and Preparation for the Solemn Duty of Greater Food Production." The first advertisement, six columns by fifteen inches, featured the front page of *The Ontario Gazette* carrying the proclamation of the lieutenant-governor for Ontario on the seriousness of the food situation. This proclamation was taken as the cue for some very pertinent and plain-spoken facts about the crisis. These were followed by a list of things the farmer should do during the Dedication Week, beginning March 24th, in preparation for increased seeding as soon as the weather and the ground permits. The advertisement also featured the Fordson Tractor, which the government is introducing to encourage greater production.

### Getting Ready for Convention Exhibit

Max Schmidt, Sr., president of the Schmidt Lithograph Company, San Francisco, has been appointed chairman of the National Exhibit Committee of this year's A. A. C. of W. convention. The exhibit will occupy the upper floors of the San Francisco City Hall. It will be the aim of the committee, it is announced, to continue the idea started at St. Louis last year, and make the exhibit of advertising more a story of accomplishment and results than simply an exhibit of copy or material.

### Reduction in Paper Consumption Up to Publishers

John Adams Thayer, executive secretary of the Periodical Publishers' Association, New York, is this week sending to all the members of that organization and a large number of other publishers a questionnaire designed to secure information as to what can be done to reduce the consumption of white paper.

"There are good reasons for believing that all publishers must soon face the problem of an enforced reduction of paper consumption," says the accompanying message. "Both the Federal Trade Commission and the Fuel Administration have the matter before them. It is hoped that no drastic order will be issued by them, but the fact is that they are facing a shortage of coal, rolling stock, etc., as well as certain chemicals used in the manufacture of paper which are more urgently needed on Governmental projects. Already the automobile industry has arranged to curtail production thirty per cent and the question is what will the publishers do if called upon arbitrarily to reduce the tonnage of paper consumption, as has been mentioned. How best to meet this problem is receiving the careful consideration of a special committee of the Periodical Publishers' Association. In order to shape its recommendations, after considering the views of the greatest probable number of publishers, the following list of questions has been prepared and a prompt reply is urged.

"If you must reduce your paper consumption twenty-five per cent, are you in favor of discontinuing the privilege to newsdealers of returning unsold copies of your publication, providing all other publishers take like action at the same time?" The questions that follow take up the discontinuance of free copies to advertisers; sample copies to advertising agents, and exchanges; the abolishing of circulation guaranteed to advertisers, the reduction of weight in paper used, number of pages of editorial matter; the giving of advertising space to the Government, etc.

### To Advertise Third Liberty Loan in Missouri

The Liberty Loan organization of the Eighth Federal Reserve District, with headquarters at St. Louis, has secured the publicity assistance of publishers of small-town papers throughout Missouri. One hundred and fifty local publishers met in St. Louis recently and planned the State campaign. Similar gatherings throughout the district were held in other States.

### New St. Louis Advertiser

The Sunshine Chemical Co., St. Louis, started this week a local newspaper campaign for Sunshine Metal Polish. It is proposed to extend this to other Mid-Western cities. The Simpson Advertising Service Co., St. Louis, has the account.

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To Save the Lives of Our  
Brothers and Sons

## Invest in U.S. Liberty Bonds

The supremely important business of America now is to win this war. This twenty-four page pictorial message on that subject appears at the request of the Liberty Loan Committee and the New York Business Publishers' Association and is made possible by the patriotic co-operation and support of the firms listed below.

Atlas Advertising Agency  
Class Journal Publications  
Cosmopolitan  
Erickson Co., Inc.  
Frank Presbrey Co.  
Frank Seaman Incorporated  
Federal Advertising Agency, Inc.  
Harry C. Michaels  
Hanf-Metzger, Inc.  
H. K. McCann Co.  
Iron Age

Murray Howe & Co.  
McGraw-Hill Publications  
New York & Pennsylvania Co.  
People's Home Journal  
Root Newspaper Association  
Simmons-Boardman Pub. Co.  
Street & Finney, Inc.  
Sterling Engraving Co.  
Thos. Cusack Company  
Textile World Journal  
Van Patten, Inc.

Wendell P. Colton Co.

## Where Your Money Goes



WE are now building more naval and merchant ships than we have constructed in the last generation.

We are building a vast fleet of airplanes, and enormous supplies of artillery, motor trucks, machine guns, rifles and ammunition. We are feeding, clothing and training an army of a million men, and preparing for a million more. We have loaned billions of dollars to our allies to be spent in the United States.

From the shipyards of the Pacific to those of the Atlantic; on our farms and in our mines, mills and factories in every state in the Union; back of the firing lines in France, where men are training, camps are being erected and railroads built, billions upon billions are being expended for labor, for transportation, for materials and supplies of every description.

The mind can hardly conceive the sums of money required for our war preparations. Yet these expenditures are absolutely essential. We must win the war quickly if possible; we must carry it on for years if necessary. We must do the job with American thoroughness, let the cost be what it may.

Remember, when you invest in your Liberty Bonds, that there is immediate, urgent, imperative need for every dollar you can possibly spare.

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**Thos. Cusack Company**

New York

*Largest Advertising Company in the World*

## What Does "War Time" Mean to You?

ARE you complaining because "war time" means coal shortage; less sugar in your coffee; less money than you think you ought to make?

*What about the boys who are fighting for you in France?*

For them, the trenches; the pitiless storms of rain and sleet; the ceaseless deafening bombardment of the guns; hunger, cold, and fever; wounds and death. For you,—a little economy and deprivation.

The Third Liberty Loan is *your opportunity to prove* the patriotism that is in your heart and on your lips.

*Your opportunity to show yourself worthy of the heroism, the devotion, the self-renunciation of your soldiers and sailors.*

*Your opportunity to share, in some small degree, the sufferings of those who stand ready to make the supreme sacrifice for you.*

All you can do is little enough. You simply *lend* your money. Do it, and be glad that you can do so much and sorry you can do no more.



What are  
you doing—  
are you  
doing your full  
share for them



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**Simmons-Boardman Publishing Co.**

New York

Chicago

Cleveland

Washington



**These Men Are  
Doing Their Part—**

**Let Us  
Do Ours**

**I**F the free peoples of the earth are not to become toiling millions for the Prussian Junkers and the Prussian Krupps, if they are not to be terror-ridden slaves at the mercy of a German Kaiser's will, Prussianism must be driven back within its own borders and kept there.

That is why the war must be fought on European soil. We are fighting in Europe now that we may not have to fight in

America, on the very thresholds of our own homes, later.

We are fighting for the safety and liberty of our children, our homes, our country. No price is too great to pay for Victory.

Americans, you are called upon to back our armies in France, to furnish them the guns and shells and ships and airplanes, the enormous quantities of every sort of supplies that they must have to defeat the Prussian armies and drive them back across the Rhine.

***The War Is Being Fought in Europe.***

***But It Must Be WON Right Here at Home***

**Invest to-day in Liberty Bonds, ALL the bonds you can**

In co-operation with the Liberty Loan Committee this advertisement is published by

**FRANK SEAMAN INCORPORATED**

*Merchandising and Advertising Service*

The Printing Crafts Building, 33d to 34th Sts., and Eighth Ave., NEW YORK

## Back the Fighting Lad with the Fighting Loan

**N**OW we know that we are in the war. We read, with a thrill of pride, of the good account American boys are giving of themselves out among the lurking perils of "no-man's land."

We read, too, the ever growing lists of the heroic dead, and our eyes and thoughts wander from our newspapers and letters from the front as we picture the tragedy and the glory of their sacrifice. Now we know that we are in the war. We realize what it means. We are determined that the sacrifice of American life shall not be in vain, and

that there shall be no turning back, no faltering, until our wrongs are avenged and our future peace and safety assured.

The Third Liberty Loan is a "Fighting Loan." The money realized from it sends our men "over the top" armed and equipped, trained to the minute, strong and indomitable.

*Every dollar we invest in this Fighting Loan is a fighting dollar—a dollar for Victory—a dollar to shorten the war and save the lives of our sons.*

Buy your  
Liberty Bonds  
today

Buy as many  
as you can



In co-operation with the Liberty Loan Committee  
this advertisement is published by

### THE H. K. McCANN CO.

New York

Cleveland

San Francisco

Toronto

**How Much of Your Pay Do You Think  
You Can Keep if Germany Wins This War?**

If, to help America win this war you buy

## Liberty Bonds

to the very limit of your ability you are not merely helping America. You are not merely making a good investment. You are not merely helping to bring peace nearer. You are doing all these things, and in addition you are buying the best protection for your own individual prosperity — yes, the *only* real protection you can buy



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**THE IRON AGE**

(Member Audit Bureau of Circulations)

239 West 39th Street, New York

# VICTORY

We are  
going to

## Win This War

The victory, like everything worth while in life, will require sacrifice, self denial, ungrudging effort.

In defense of Liberty, Justice and Civilization, we must use every weapon at our command. And not the least of these is money. Never in the history of the world has there been a truer cause. Invest in

## Liberty Bonds

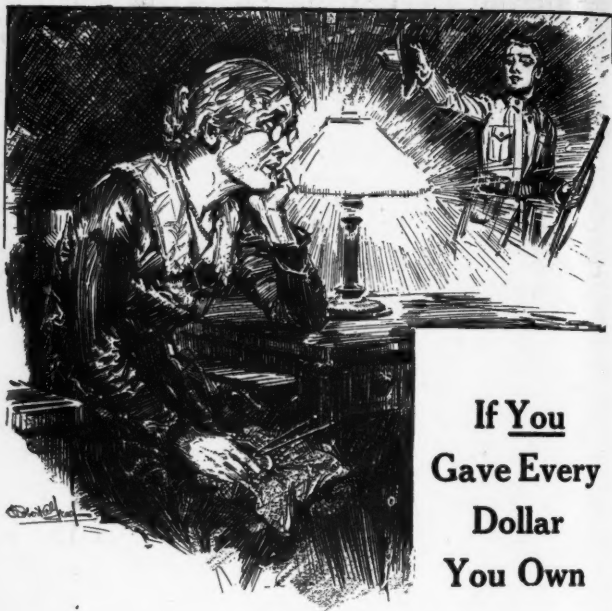


In co-operation with the Liberty Loan Committee  
this advertisement is published by

**NEW YORK & PENNSYLVANIA CO.**  
*Paper Makers*

General Offices—200 Fifth Avenue, New York City





If You  
Gave Every  
Dollar  
You Own

how little would the sacrifice be compared to theirs.

We are not asked to give. We are asked only to *lend*. To lend at good interest secured by the best collateral on earth

## U. S. Liberty Bonds

In co-operation with the Liberty Loan Committee  
this advertisement is published by

# COSMOPOLITAN

119 West 40th Street, New York



## Worth Fighting For?

**S**HALL this little girl grow up in the sort of American home we know, healthy and happy?

Shall she have the advantage of living and learning in a free land, under free institutions? Shall such children develop into Liberty-loving citizens that a free America may be proud of?

For over two hundred years Americans have fought valiantly, and died gallantly, to win for themselves and hand down to their posterity the blessings of liberty, justice, self-government and equal opportunity. This precious heritage, bought at so great a price, is now threatened.

**The question which today confronts America as a nation, and you as an individual, is whether or not a free America is worth fighting for**

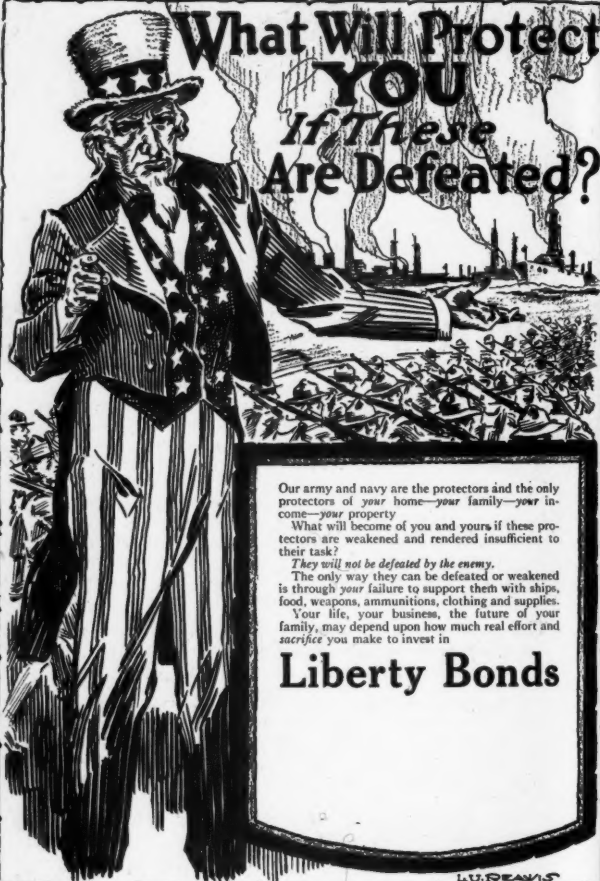
Are American children in this and all future generations to receive unimpaired the legacy of freedom of which we are now the custodians, or shall their country be turned over bodily to the brutal, rapacious power-mad enemy which has forced us into this war?

This question cannot be answered by word of mouth, but by deeds alone.

**Let your answer be your investment in**

# Liberty Bonds!

Street  
&  
Finney



**What Will Protect  
YOU  
If These  
Are Defeated?**

Our army and navy are the protectors and the only protectors of *your* home—*your* family—*your* income—*your* property.

What will become of you and yours if these protectors are weakened and rendered insufficient to their task?

*They will not be defeated by the enemy.*

The only way they can be defeated or weakened is through *your* failure to support them with ships, food, weapons, ammunitions, clothing and supplies.

Your life, your business, the future of your family, may depend upon how much real effort and sacrifice you make to invest in

**Liberty Bonds**

LU. REAVIS

In co-operation with the Liberty Loan Committee  
this advertisement is published by  
**WENDELL P. COLTON CO.**  
*Advertising and Sales Plans*  
165 BROADWAY, NEW YORK.

He says we are bluffing!  
Let's show him a big Card —  
and everybody in on the Pot.

*Put up your ante now in the*

**3<sup>RD</sup>  
LIBERTY  
LOAN**



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**HARRY C. MICHAELS**

*Advertising*

404 Fourth Avenue, New York



## The Road To Berlin— He Is Building It

**Y**ARD by yard—mile by mile—this man, and millions like him—the best of America's young manhood—are building the road to Berlin—the road to VICTORY!

He gladly offers his life that America may live; that American homes may be safe forever from the terror of German arms.

Daily, hourly, he will face a thousand chances of death from the air, on the earth, and from the depths under the earth; from gas and mines and snipers' bullets; from bombs and shells and flying shrapnel.

**H**E is going in with American pluck and American resourcefulness, but his sacrifice will be in vain unless you "carry on," unless you equip him to meet the Prussian on equal terms.

**We asked this man if he was down-hearted. He laughed at us: "As old General Grant would have said, 'We'll fight it out on these lines if it takes a dozen summers.'"**



**HE NEEDS  
YOUR HELP**

*Look Him  
in the Eye*

**and Then Buy**

**All the Liberty Bonds You Can**

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**FEDERAL ADVERTISING AGENCY, Inc.**

6 E. 39th St., New York

30 No. Michigan Ave., Chicago, Ill.

PRINTERS' INK



## The Road To France— He Is Keeping It Open

HE is fighting German submarines and German shells. *We can't win the war without him.* He faces the biting winds of the North Atlantic with a smile and a song—but 'way down in

his heart is the knowledge that he is facing the biggest job that has ever fallen to the American Navy.

. . . An ever increasing army of American soldiers in France is doing its part in a way to win the admiration of the world.

New troops must back them up. A ceaseless supply of food, guns, shells, airplanes and tanks must be sent to their support.

THE victory of our arms—the very existence of our armies—depends upon safe transport through seas infested with submarines.

The American sailor will do his part—if we will lend him a hand. He needs money—lots of it—for ships and shells to keep open the road to France: We will not fail him.

*We asked this man if he was downhearted. "In the words of old John Paul Jones," he said, "We've just begun to fight!"*



**The American Sailor  
Is Doing His Part—**

**LET US DO OURS!**

**BUY LIBERTY BONDS!**

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**THE ERICKSON CO., Inc.**

381 Fourth Avenue, New York

*Member of the Audit Bureau of Circulations*

An official photograph of the club with which the German armies "finish off" wounded soldiers. 32,000 of these were recently captured by the Italians.



## The Destruction of Civilization

is in grim and sober reality what we are fighting this war to prevent. The club pictured above—from an actual official photograph—might be the weapon of a savage cave man of five thousand years ago. It is in fact the weapon with which German soldiers "finish off" enemy wounded who have fallen on the battlefield.

There is only one answer to make to such methods—the defeat of the German armies. America has taken up the sword to give that answer. Our army is in France to help win this war on the battlefield—that civilization may be safe, that America may be safe.

### You Can Have Your Share in America's Answer to German Savagery

The Third Liberty Loan is your opportunity. It is the most direct blow that can be struck at German military supremacy. It is the most powerful aid that can be given our soldiers in France. It means rifles and helmets

and gas-masks—the best protection for our men from German brutality. It means big guns and shells and airplanes—and VICTORY.

Invest today in bonds of the Third Liberty Loan, and save the lives of American soldiers.

### Save Civilization, Save America, Your Own Family and Your Own Home

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**ATLAS ADVERTISING AGENCY**

*Incorporated*

New York City





To Protect Her  
Buy  
**Liberty Bonds!**

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**THE PEOPLE'S HOME JOURNAL**  
NEW YORK



## "Meet Your Uncle Sam—

**"H** E'S got a bagful of the best securities on earth—and he stands behind them.

He's putting these fighting bonds into the homes of our folks from Maine to California. Why, man, this is the chance of a lifetime—to help this grand old country, and to lay something by for that little house on the hill you have been dreaming about.

"Honest goods? Believe me, there never were such goods.

"What! You were looking everywhere for just this chance? Fine! Open the bag, Uncle! He's one of us. He'll take a dozen!"



## Meet Your Uncle Sam

at any bank or bond booth, and  
get into the fight—and get in big!

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**THE STERLING ENGRAVING CO.**

200 William Street

NEW YORK

10th Ave., 36th St.



## Our War and We Must Win It

*In a recent address in Chicago, a prominent American business man said:*

"Our war vessels have been destroyed, our soldiers and sailors killed and captured, and our casualty lists are being published, yet in the face of this we go on from day to day, living in an atmosphere of smug peace, making the war effort that comes to us, that is forced upon us, even as if we refused to realize that *this is our war and we alone must win it.*"

Now is the time, before some fearful disaster overtakes us, to shake off this dangerous lethargy, to rouse ourselves from this false dream of peace and safety, to awake to a

full realization of the gigantic task we have undertaken, and the dread menace under which we rest. The "effort which is forced upon us" is not enough.

There must be universal, spontaneous, unstinted and unlimited effort if we are to win this war. There must be an overwhelming investment in Liberty bonds.

**This is our war—Let's go in and win it!**

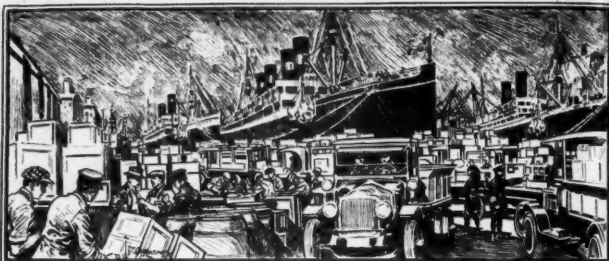


In co-operation with the Liberty Loan Committee  
this advertisement is published by

**MURRAY HOWE & CO., Inc.**  
*Advertising*

30 East 42nd Street

NEW YORK



## HELP FILL THE SHIPS

Today every ship that leaves our docks for France is loaded to capacity with supplies for our fighting men—food, clothing, medicines, bandages, ambulances, rifles, artillery, ammunition.

These are the sinews of war that will bring us Victory. Without them an army is powerless—worse than powerless. With them our boys will be well cared for, well fed, warm, victorious. There will be no needless sacrifice of lives in the trenches or out.

### Your Liberty Bonds provide these supplies

Today we have an army of 500,000 fighting men in France. Tomorrow we shall have more, and the day after more yet. Our needs in supplies and in ships to carry them are tremendous and they are steadily growing.

The Third Liberty Loan must meet these needs. We cannot go back on the

boys in France now; we cannot leave them unfed, unclothed, uncared-for, to the horrors of the battlefield.

We have a gigantic task before us. We must all unite if we would carry it through to success. Your share—all the bonds of the Third Liberty Loan, in which you can possibly invest.

*Every bond saves lives, the lives of our own sons  
Every bond hastens the day of VICTORY*



In co-operation with the Liberty Loan Committee  
this advertisement is published by

## TEXTILE WORLD JOURNAL

Audit Bureau of Circulations

Associated Business Papers, Inc.

NEW YORK



YOU are asked to save every cent not needed for your reasonable support and physical well being—this is thrift

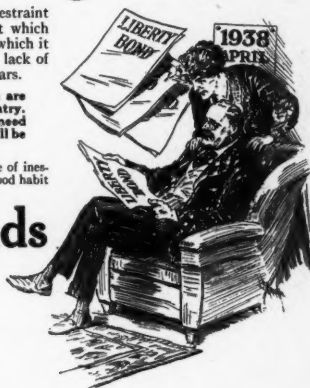
## Bonds Are Not A Burden But A Blessing

**T**HRIFT requires the exercise of restraint and self-denial—qualities without which you cannot achieve the success in life which it is your ambition to achieve, and for the lack of which you are likely to suffer in later years.

The money you acquire by thrift you are asked to loan—not give—to your country. It will come back to you when you may need it far more than you do now, and you will be paid interest for its use.

This war is a frightful thing, but it may prove of inestimable benefit to you, if it teaches you the good habit of thrift. Start the habit by investing in

## Liberty Bonds



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**The CLASS JOURNAL PUBLICATIONS**

The Class Journal Company, 239 West 39th Street, N. Y. City

MALLERS BUILDING, CHICAGO, ILLINOIS



## Your War Machine Needs Money Power

OUR Soldiers in France are working night and day. They are fighting grimly, doggedly, with magnificent courage. Every man of your army is a cog in the fighting machine. His efforts depend on the power you supply to him. If you don't come through, he can't.

Don't let him die. Don't deny him the money he needs. Invest in a Liberty Bond.

*Send our boys the fuel and they will supply the steam.*

Stand back of our army as they are standing in front of you. Over in France, a thousand Puttams are in the thick of action. A thousand Sheridans are leading the legions of America's manhood to victory, for you. Those fighting men are your partners. They are your brothers. They are delivering your message to Kaiserism.

What is your message to them?  
Are you doing your share as they are doing theirs?  
Invest in a Liberty Bond.

In co-operation with the Liberty Loan Committee this advertisement is published by

## THE ROOT NEWSPAPER ASSOCIATION

*Publishers of*

DRY GOODS ECONOMIST	- - -	New York
DRY GOODS REPORTER	- - -	Chicago
DRYGOODSMAN	- - -	St. Louis
PACIFIC COAST MERCHANT	- - -	San Francisco

**J**UST back of the second line trenches, he has time for thoughts — long, long thoughts.

Thoughts like these:—

*"At home they are raising the Third Liberty Loan. It's a lot of money—billions of dollars. Yet somehow dollars don't look as big over here as they used to, back home.*

*My idea of Big Things has changed!*

*Food and warm clothes, ships, guns, shells, medicine, bandages, ambulances, aeroplanes—Victory—they're the Big Things over here.*

*For we've got to carry on and end this hell—forever.*

*And this idea about the Big Things must get across to the folks at home.*

*They know we're out for Victory,—they won't fail us. Of course they'll buy Liberty Bonds!"*



A million men, our husbands, our sons, our brothers, are thinking thoughts like these.



We must be worthy of their faith in us.  
We must buy Liberty Bonds.

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**FRANK PRESBREY CO.**

*Advertising*

Fourth Avenue at 31st Street, New York





**One Hundred Million  
Americans Must  
Enlist To Win  
The War**

Be one of the hundred million Americans to help win the war.

Plan to buy all the bonds you can.

This is your part and no one else can do it for you.

**Get into the fight!**

**Join the crowd!**

**Do it Now!**

**Invest in Liberty Bonds**

In co-operation with the Liberty Loan Committee this advertisement is published by

**McGRAW-HILL PUBLICATIONS**

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Electrical World

Electric Railway Journal

Engineering and Mining Journal

Coal Age

American Machinist

The Contractor

Engineering News-Record

Electrical Merchandising

Metallurgical and Chemical Engineering

Members of Audit Bureau of Circulations

## The soldier takes his life in his hand

and risks it gladly on the turn of a thousand chances.

¶ The man who takes his money in his hand and invests it in Liberty Bonds risks nothing.



¶ When you buy Liberty Bonds you keep your money. The return of the principal—dollar for dollar at maturity—is guaranteed, meanwhile you are paid good interest twice a year. **YOU take no chances.**

¶ Liberty Bonds are as safe as the United States and besides they yield interest each year.

¶ Get into the fight. Get in like a soldier—100%. Buy all the bonds you can to-day.

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**HANFF-METZGER, Inc.**

*Advertising Agents*

95 MADISON AVENUE, NEW YORK



## Lend Him A Hand

### *Your hand—my hand—*

Every hand in the land stretched out to help him to VICTORY! That is the way that America is going to win this war. It is the only way she can win it.

We are fighting a united German people. Until every American is backing the boys in the trenches, until every hand in the land is stretched out to help, we cannot expect our

army to defeat the German armies strengthened by the toil and sacrifice of the one hundred and fifty million people of Germany and her allies.

This is a war of national resources, and everyone must add his share to America's fighting strength if we are to make our superior resources count. Every hand in the land must be stretched out to help our boys if we would send them over the top to early and certain VICTORY.

**Save for the Third Liberty Loan. Invest in the Third Liberty Loan. That is the way to lend a hand. That is the way to make a nation invincible for freedom and justice.**

Every bond bought now is a direct fighting aid to this boy in the trenches in France.

## Lend Him a Hand!

In co-operation with the Liberty Loan Committee  
this advertisement is published by

# VAN PATTEN

*Incorporated*

50 EAST 42nd STREET, NEW YORK CITY

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# Dangerous to "Buck" Buying Habits in the Mail-Order Business



Some Reasons Why Mail-Order Selling Is the Grave of So Many Hopes

IF a census could be taken of the advertising men who hope some day to own a "nice little mail-order business" it would make quite a respectable directory of the advertising fraternity! A man who has had considerable experience in the mail-order business remarked the other day to a representative of **PRINTERS' INK** that nearly every advertising man he knew had it firmly fixed in the back of his head that he was some day going to have a little mail-order business—something he could look after himself—later on in life.

"And what is more," said this man, "some of them will. They will think about it and think about it, until they strike some 'scheme'—some product or service—that can be sold by mail advantageously. But there will also be many who, if they try at all to establish a mail-order business, will get burned, just as many firms that are seeking mail orders now are likely to get burned.

"Why? Because they will try to buck buying habits."

Of course, the need for studying buying habits is not confined to the mail-order business. The retail merchant has just as many buying habits to study as the mail-order merchant. Some of the buying habits facing the mail-order house are rather different, that is all, and less is known about them because there are no merchants' associations in the mail-order business to afford an opportunity for the men who govern the policies and practices to get together and talk things over and compare notes.

There are so many mail-order propositions that are *theoretically* sound that do not work out in practice! For instance, a mail-order jewelry house may go through its stock of inexpensive

novelties—articles from, say, twenty-five cents to five dollars, and find a goodly number of inexpensive yet delightful Easter remembrances. What more natural than to get out a little folder of appropriate Easter gifts and send to "the list"?

## NOT TIME ENOUGH TO BUY BY MAIL

Yet, houses that have done that have generally found that the Easter folders did not pay for themselves. In spite of the fact that the Easter folder contained something that was bound to appeal to almost every recipient, for herself or himself or for gift purposes, the orders just naturally have not materialized. The reason is simple: they are bucking a buying habit. The public does not *anticipate* Easter. About Friday or Saturday before Easter folks wake up to the fact that Sunday will be Easter and they want to do a little something extra. So they go to town and buy, generally, candy or flowers, or both. They may regret exceedingly that they did not order some little Easter article from that folder that came a week or two ago from their favorite mail-order house, but it is too late then. Next year they will remember and plan ahead. But when next year comes they do *not* remember and plan ahead, and once more it is the inevitable candy or flowers.

It is very much the same way with birthdays. Numberless mail-order gift houses have issued catalogues of birthday gifts, some of them very handsome affairs with pages for records of birthdays and anniversaries, etc. But these booklets seldom if ever pay for themselves because they are bucking that same buying habit: People do not as a rule anticipate birthdays far enough ahead to send an order to a mail-order

house. Check that up with your own experience. How often do you buy a birthday or anniversary gift two weeks ahead? How often do you even remember a birthday until about the second or third day preceding?

Of course, frequently it is profitable to issue Easter folders and birthday booklets and such special pieces of literature, in that they keep the house's customers reminded of it, and the *general volume* of business of a big house may be helped out to such an extent by this reminding, this keeping the channel open, by these special issues, that they pay, broadly speaking. But considered by themselves they are nearly always risky. This does not, of course, hold good of Christmas. Special Christmas catalogues do pay well as a rule, because people will anticipate on their Christmas shopping.

Then there is the man who has some scheme to supply something—perhaps pills or food products or soap—or some other article that is consumed and must be reordered periodically. Many a man has started a mail-order business on the theory that if the first shipment is satisfactory the customer will order automatically once a month or however often the supply runs out. But he is bucking a buying habit when he goes ahead on that theory. Unless there is profit enough in each sale for him to keep after the customer constantly—practically to re-sell his proposition each time, he had better go easy. A few mail-order businesses run automatically, but they are very, very few. The desirable and really safe basis to work on in such a case is to make a term sale—six months' supply, or, better yet, a year's supply, to be delivered periodically. The general public will not put itself out to keep writing out orders, and anyway, it does not anticipate far enough ahead.

When it comes to selling a specialty by mail, when only one sale is expected, it is particularly necessary to look into the buying

habits of people in purchasing that special kind of an article. Sometimes these buying habits can be changed by advertising, by injecting a new selling slant or making a big enough inducement. A well-known typewriter, for instance, is now selling by mail exclusively, the claim of the manufacturers being that the consumer saves the selling costs of marketing in the usual way. The Postal Life Insurance Co. has for many years operated on the same basis, in spite of the fact that people are accustomed to being *sold* life insurance instead of *buying* it.

This argument generally sounds plausible, and the idea has been worked successfully in a number of cases, but always it has taken the most careful kind of work and planning, and the product or proposition has had to be fundamentally sound to win out. Those who have tried it will tell you that it is much harder than it looks, and that there were times when they believed they faced failure in spite of the merit of their proposition. In other words, the public's buying habits can be successfully bucked sometimes if it is done *with a sober realization that habits are being bucked*. The danger in any mail-order proposition is in not making a careful enough study of buying habits. The advertising of a mail-order business is the business, but before a line of copy is written the advertiser should make an exhaustive study of buying habits. Frequently such a study or investigation will put an entirely new angle on the whole proposition and will almost write the copy itself. There have been mail-order failures that have been taken over by shrewd students of human nature who know what folks' buying habits are and when it is safe to buck them, and these men have made successes of the failures because they have bridled instead of bucked buying habits.

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Arthur D. McTighe has resigned as advertising manager of the *Air Service Journal*, New York, to become associated with the *Class Journal Company*, also of New York. He will represent *Automotive Industries*.



# It happened at the bank

After the directors' meeting the conversation turned to the war. One mentioned the work the Y.M.C.A. is doing. And the round-table reply would sum up to this: "Yes, I've been following it closely. It's splendid. One of the best things we've done."

Now, how have these busy men been "following it closely"? Where do they get the latest news of the "Y's" activities in our cantonments and with the Expeditionary Force?

*They read Association Men.*

Association Men is the official organ of the Y.M.C.A. and more. It is for everyone who is interested in the work the "Y" is doing and the little touches of camp life that come from our fighting men. That's why so many bankers and big financial men from coast to coast (as our subscription lists show) are reading Association Men every month.

This kind of circulation makes Association Men valuable for advertisers of quality goods. And here are two more facts which prove its worth, to readers as well as to advertisers.

*Since September 1917 its circulation has doubled and the advertising space it carries has increased 90%.*

Yet the rate is the same as last September, 40 cents a line, \$168 a page. Now, contracts for certain periods can be made at this rate. Good business will demand an increase in the near future.

## ASSOCIATION MEN

*the class magazine of general interest*

F.C.FREEMAN, Business Manager A.P.OPDYKE, Advertising Manager  
124 East 28th Street, New York

HARLEY L. WARD, 19 S. LaSalle Street, Chicago

## Where Chicago News

The following figures show the circulation of six of Chicago's seven newspapers for the week ending September 30, 1917, which is the most profitable to any advertiser in the Chicago market:

	City (with- in city limits of Chi- cago).	Suburban
The Daily News...	339,978	2,795
The American.....	220,183	48
The Tribune.....	194,108	20
The Examiner.....	120,495	91
The Herald.....	82,756	57
The Post.....	38,592	60
The Journal.....	No figures	

(These figures show week ending September 30, 1917, which is the most profitable to any advertiser in the Chicago market.)

The Daily News—

# How Circulation

# Chicago News Circulate

These show the amount of circulation of newspapers of them will be centered in the

		Total circulation.	% circulation and suburbs in Chicago.
City of Chicago	2,978	392,007	.94
Suburban	0,183	326,998	.77
Outside Chicago	4,108	381,675	.64
Outside Chicago	0,495	185,211	.74
Outside Chicago	2,756	179,184	.53
Outside Chicago	3,592	55,477	.74

figures for the six months  
1917, which are audited figures  
of papers

News—Chicago

# Population

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## *GIMBEL'S is back in The TRIBUNE!*

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**G**IMBEL BROTHERS carried copy in the advertising columns of last Sunday's New York Tribune and have been admitted to its columns for future advertising. There are good reasons.

On October 22, 1916, the advertising of the big department store at Broadway and 33rd Street was excluded from The Tribune for "cause."

The cause for which Gimbel's was excluded from The Tribune was told at that time in its columns. Now Gimbel's comes back into the advertising columns of The Tribune for "cause."

The controlling cause is that the publishers of The Tribune have become convinced that the reasons for their former criticisms of Gimbel's advertising methods have ceased to exist in the conduct of that great business.

Since October, 1916, The Tribune has continued its former practice of watching Gimbel's methods of making representations to the public regarding the goods offered for sale by that store, in newspaper advertisements or otherwise, as it has watched the methods of mercantile houses generally, particularly in this city.

It is gratifying to The Tribune to be able to say that for a long time Gimbel's has stood the severest tests of the application of The Tribune's principles of truth in advertising, of candor and fair dealing with their customers and of sincerity of purpose in affording satisfaction to every purchaser from them.

We are fully persuaded that the house of Gimbel Brothers, in its public advertising and in its representations to customers, is now measuring and living up to The Tribune's fundamental principle, "First to Last—The Truth."

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# Selling the Manufacturer to the Working Man

Just as Important for War-Efficiency as Selling Him Patriotism and the War

By Philip Francis Nowlan

EVERYBODY is pretty well convinced by this time that labor is going to win or lose this war for the United States. And advertising has been called on to sell the war to the working man. I believe that advertising, which is synonymous with truth, will sell the war to the workingman.

But is this enough?

There are three parties, mutually interdependent, essential to the successful prosecution of war industry. They are the United States Government, the manufacturer and labor. In selling the war to the working man the United States Government has, in effect, been sold to him.

The force of advertising has been resorted to in driving home in the mind of labor the necessity of standing back of the production programme. Advertising, likewise, has been employed to avoid strikes that hamper the efficient supplying of the fighting forces, to combat insidious enemy propaganda—in short, to bend the entire force of labor and, indeed, of the whole American people to unified action.

The programme is sweeping in character. It sets forth the patriotism, as a general proposition, of sticking everlastingly "on the job."

The Government and the manufacturer are both busy selling the United States to the workingman. And that is good as far as it goes.

But who is selling the manufacturer to the workingman?

There is no denying that labor has a deep-rooted suspicion of capital, as typified in the man-in-the-swivel-chair. There have been some cases in the past where labor has had just grounds for this suspicion, but in the main the man-in-the-swivel-chair has done his duty by labor.

The trouble has been that, for

generations, he has been devoting all his efforts to selling goods to the public, and none to selling pay envelopes to employees.

He has realized that it is necessary to do more than turn out a product of high quality and let it sell itself. No matter how fine the goods, he knows he must *sell* them.

He has failed to realize that for his own interests he should do more than merely hand out envelopes containing good money and throw open the doors to a plant with model working conditions. He has failed to realize that he must *sell* these things to labor—that he must sell *himself* to labor.

## LABOR PREVENTED THIS CONTRACT

Let us consider a specific case. In Philadelphia there is a man who owns an underwear factory. Until recently he catered to a hungry civilian market (underwear is getting to be a luxury for civilians, as may be noted by the prices). All was serene. He was paying higher wages than he had ever paid before. He decided to do his bit. He sold a very profitable bookful of orders to another manufacturer, and turned his entire organization over to Government work on a flat contract which would take him months to fill. The profit margin was not so large as it was on the more elastic civilian business, and it could not be increased, but it looked like stabilized production in which he and his employees would do their bit, the latter by working patriotically on their already high wages. Did the latter do that?

They did not. They struck for a twenty-per-cent raise immediately on hearing that he had taken on Government work.

Had he granted this increase he would have lost just five cents on every garment he turned out for months to come. He pointed this out to the employees, but they were obdurate. He did have the good fortune, however, to get a release from his contract, and so saved himself from bankruptcy. Then he tackled the job of building up his business all over again.

Were these workers unpatriotic? In effect, yes. In motive, no. They simply did not believe him when he told them the facts. Their line of reasoning ran somewhat like this:

"War orders.—Big profits.—Why should we slave to put them in your pocket?—We're just as patriotic as the next, but we draw the line at your fattening on our patriotism.—Can't stand a twenty-per-cent raise without failing?—Camouflage!—We don't believe your books.—You can juggle figures.—You're getting yours. We want ours.—Come across!"

The whole trouble lay in the fact that this manufacturer had never made any effort to sell himself to his employees before the crisis arrived. He sort of chucked good wages and good working conditions at them, and let it go at that. His effort to sell them confidence came too late.

It's just one instance, but it's typical, of a large percentage of the labor trouble we have experienced since the war began.

Here and there we find refreshing examples of manufacturers who really sell themselves to their employees. The enterprise of Henry Ford is but one of them. And lest someone arise to say in that case it is *all* due to the five dollars a day, I could mention one specific plant where the average pay envelope, including workers who take from one to five days off to "rest up," is thirty dollars a week, and where the merely ordinarily good operator of a sewing-machine has no trouble in pulling down \$45 and \$50 a week, and several stick from \$60 to \$79 in their jeans or knitting-bags, as the case may be. And this plant has been having labor troubles.

There is no reason under the sun—always provided the proposition is really fair—why labor cannot be sold through advertising and methods of modern service salesmanship, just as the public is. Labor is human. It's part of the public, and a very large part. The man who labors with his hands has all the human appreciation of justice and the square deal, and he reasons. But he reasons from a limited understanding. And this is all the more reason why he has to be sold, in truth and sincerity.

#### LABOR JUST NATURALLY IS SUSPICIOUS

Let me draw a picture. It is natural that the less a man understands about a thing he realizes is complex the more suspicious he is of it. Now, we have three men in a room, a capitalist, a superintendent and a laborer. The capitalist and the superintendent are holding a whispered conversation. It has nothing to do with the laborer. It's about some abstruse production problem or marketing problem. The laborer is curious, because he does not know what is going on. Because it is a secret he gets vaguely suspicious. Does it affect him, he asks himself. Maybe they're using those clever brains of theirs to put something over on him.

Enter the villain, the professional labor agitator, with a keen appreciation of the workingman's viewpoint, also a warped philosophy and a bitter grudge, and, perhaps, with sincerity. Follows a whispered conversation between villain and laborer. By gum! he suspected all along they were trying to put something over on him. He won't stand for it any longer. His mind is made up. He's going to wade right in, and he won't be turned from his purpose by any clever, twisting words, and so . . .

Capitalist and superintendent are surprised and pained. It is unreasonable for him to ask for more money, for recognition of the union, for a seven-hour-and-fifty-seven-minute day, for payment at the rate of fifty cents an hour instead of a dollar for two hours,

## —To Help You Make Your Sales Literature What You Think it Ought to Be

---

PUT these two questions to yourself:

"Am I entirely satisfied that our sales literature is the best that we could use for our purpose?"

"To meet the abnormal conditions existing, could we improve on any of the printed sales helps we are using?"

If there is any doubt in your own mind as to whether your sales literature is all that *you* think it ought to be, we invite you to make use of our co-operation in the planning, preparation and printing of sales literature *that pays*.

For many of our clients, we plan, prepare and produce their advertising matter in its entirety.

Some use our service and facilities to insure the carrying out of their own ideas in the most effective printed forms—covering layouts, illustrations and engraving as well as the printing.

Others make use of our service for suggestions and printing only—printing that is unusual both in character and quality.

You can take as much of this co-operation as you want or need to make *your* sales literature all that *you* think it ought to be.

*We will be glad to go into your advertising literature requirements with you. Write us.*

---

## ROBERT SMITH COMPANY

*Effective Direct Advertising*

LANSING :: MICHIGAN



## *An OFFSET PAPER with A Reputation to Maintain*

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For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

### **EQUATOR OFFSET**

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing has and is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

*Send for samples and prices.*

## **SEAMAN PAPER COMPANY**

Formerly

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**CHICAGO**

208 So. LaSalle St.

**NEW YORK**

200 Fifth Avenue

St. Louis   Minneapolis   Milwaukee   Buffalo   St. Paul   Philadelphia

or whatever excuse has been furnished to the laborer by the villain, which the laborer really thinks is his underlying motive—and which very often is not.

Human nature loses much of its estimation in the minds of this capitalist and superintendent, who have been so busy figuring to a nicety just how they can cater to the whimsical little fancies of the fickle and irresponsible public. They decide that they must get a club and put the laborer in his place, and . . .

It's all so futile!

This capitalist and this superintendent know perfectly well that if a rotten salesman goes to an unintelligent storekeeper with a good line and just lays it before him, at the same time that a clever salesman marches in with a poor line and sells it to him, the storekeeper is going to buy the poor line from the clever salesman. Yet this same capitalist and superintendent too often merely lay their good line of fair wages and good working conditions before the workingman, and then put their hands in their pockets and look out the window while the clever salesman-agitator proceeds to sell said workingman his rotten line, composed of error, warped philosophy and prejudice.

#### EMPLOYEES MUST BE CONFIDED IN

It may be true that the workingman has no moral right nor legal right to know anything about the inside of the business other than what he gives and gets in exchange. The same is true of the public. Yet in these days of modern business it has been found very good policy to take the public pretty well into one's confidence. Why not labor?

It may be true that there is such a mass of detail that it cannot all be explained, nor would it be understood if explained. But that is no argument that as much as possible should not be explained to labor of the things in which labor has an interest, or curiosity if you will. And the tendency should be to stretch this as much as possible rather than to contract it.

It is good for the manufacturer to conduct an advertising and publicity and personal campaign to sell the war and the United States to his employees. But in doing this, let him not forget that in his individual relation with his own employees it may be advisable for him to take stock and consider if there is not something more he can add in the way of selling himself to his employees. It will be for his own good, for the good of the employees and for the good of the nation.

#### "Free" Transportation in Return for Advertising

Contracts between railroads and newspapers, calling for advertising to be paid for by free transportation, may be continued through the present calendar year, but no new contracts must be made. This is the suggestion of the Interstate Commerce Commission to W. G. McAdoo, Director-General of Railroads, and Mr. McAdoo has issued an order in accordance with the suggestion.

Earlier in the year an order was issued prohibiting the issuance of free transportation in return for advertising, but the order was held up when it was pointed out that in various sections of the country mileage books had been issued to publishers in payment for advertising and that the war tax had been paid on these books.

The new ruling expressly forbids the use of transportation, issued in return for advertising, in interstate journeys and expressly provides that no new contracts shall be made and that transportation issued on present contracts will become void if not used during 1918.

#### No Delay in Soldiers' Magazine Mail

Postmaster-General Burleson has written a letter emphatically denying the charge that "thousands of boxes of periodicals are held at various depots on account of lack of transportation facilities." "The Post Office Department can handle and has been satisfactorily handling for many months the delivery of these magazines to the American soldiers," he writes in a letter to the Periodical Publishers' Association. "Magazines are being turned over to the military authorities to furnish them to soldiers about to embark for France, and also to those soldiers who are at cantonments in training for service abroad."

J. L. Schiffman, formerly of Frank Kiernan & Co., New York, has become associated with the Metropolitan Advertising Company of that city.

# Movies Assist Canada to Increase Production

What the Dominion and Provincial Governments Are Accomplishing by Means of Visual Education

By Harold C. Lowrey

CANADA is pioneering in the matter of using motion pictures to educate its people. Today the Province of Ontario has its own Provincial Motion Picture Bureau, under Director S. C. Johnson, while the Dominion Government is at work co-ordinating the many films it possesses under a similar department. The other provinces are doing the same, but as Ontario has led the way, the story of what this province has done will be typical.

It is just a year or so ago that educational films became a reality, and it is less than a decade since they were even predicted. Since the days of these early prophets big industrial concerns have adopted motion pictures in their sales departments and have equipped great numbers of salesmen with projecting machines. Motion pictures are used in the elimination of waste motion. In fact, the development of the motion pictures ranges from the filming of individual family events to showing the best way to fatten hogs.

Within the past two years Ontario has had prepared, under the personal direction of the experts associated with the Department of Agriculture, more than fifty films for the purpose of promoting better farming methods. These films have been made with great care, by a Canadian company, right on actual farms and, in the cases of growing crops, the entire film has been taken season by season at the same precise place so that the sharp eyes of the farmer would not discount the effectiveness of the exhibition by the discovery that the "harvest scene" was in a different section from the "planting scene." That kind of manipulation is not tolerated for an in-

stant, and it is for that reason that the Bureau has been so long in getting its films ready for release; in some cases it takes two years to complete a film, while in others crop failure or destruction enforces delays.

## MARKED INTEREST IN THE FILMS

The Bureau has now on release more than fifty films and more are being completed almost daily. Recently the Bureau was granted \$52,000 for the extension of its work, and it seems probable that the work will be further greatly extended at the end of the current year. The Department of Agriculture has equipped its agricultural representatives, each of whom tour a county in the interests of greater production, with a projecting machine. These men attend the rural meetings and also organize their own circuits, exhibiting the various films supplied by the Provincial Bureau and giving lectures on better farming methods. The increased interest resulting from the use of motion pictures in this work has been so encouraging that the Department is taking another step forward. Beginning immediately, one comedy reel will be shown as the initial number and one other comedy or drama reel as the final number on each programme. Supplementing the educational films in this way with Charlie Chaplin, Mary Pickford, Max Linder and others has as its object larger audiences, increased interest in the educational features and entertainment for remote rural communities. The pictures are shown free at all these farmers' gatherings.

The prime object of this work is to increase production and efficiency in farming methods. Therefore, what the authorities are do-

# Minneapolis Merchants

—use the MINNEAPOLIS  
JOURNAL more than any  
other paper every week in  
the year.

They are on the ground and  
know circulation values in  
Minneapolis.

**Minneapolis Journal**  
Minneapolis, Minn.

ing in the way of visual educational work should be of interest to every merchandiser. The fact that the Canada Food Board is utilizing Ontario's Provincial Motion Picture Bureau in its forthcoming campaign for increased production in 1918, as an adjunct to its other publicity forces, should interest advertising men especially. The Food Board is using this form of publicity for the first time.

That the farmers appreciate what the Government is doing for them is shown by the attendance at the meetings held by the agricultural representatives. In four weeks' meetings (usually three a week) in forty-five counties the total attendance was 67,801. A three-week circuit among the Women's Institutes of Simcoe County (a typical county) brought out an attendance of 1,500. More than 5,000 farmers have seen the "Wool Grading" film since November 1, 1917. The average attendance per film since this date varies from 20 to 5,000, according to the subject. The cost of this educational work is exceptionally low as compared with the former lecture methods. The cost per capita of attendance now stands at less than three cents as against the former 15 cents.

#### COMPARING A MOVIE COW WITH A REAL ONE

Director Johnson tells of many incidents that indicate the inherent advantages of moving-picture demonstrations. During the showing of the film entitled "The Conformation of a Holstein Dairy Cow," a discussion arose about the comparative merits of a local Holstein cow and the world's-record-holder Mollie Rue Rattler. To settle the point the agricultural representative took his projection machine right into the cow barn and hung his screen beside the local Holstein, enabling those present to compare the two cows muscle for muscle. It was a demonstration that will be remembered by all who witnessed it.

At the Winter Fair in Guelph, during the showing of the film

"Growing Mangel Seed," a farmer informed the representative that he had hesitated about growing mangel seed, because he did not understand how the "young shoots" were planted, but that after seeing how this was done in the movies he was going to grow them. Thus another farmer was induced to grow seed that has hitherto been imported from Germany.

"The Marketing of Live Stock" is a film that has been well received. It shows what happens to the cattle after they are sold or shipped by the farmer. This reel has shown the farmer the reason why prices fluctuate and why it is necessary to grow certain types of beeves and hogs that the best prices may be obtained in the keen competition existing in the big stock-yards market. The demand for this film is growing and it may yet outdistance the one on "Ontario Wool," which has met with great favor since its release.

The governmental use of moving pictures is not confined to agricultural work, but is broadening out along many lines. For instance, the Canada Food Board is now making a composite picture from the four reels on "Back-Yard Gardening, Methods and Appliances" for use in encouraging greater food production in urban centers. Five films have been made of road-making, and these are being used to encourage better road-building. Films have been made of "National Service on the Land," which are being used in recruiting work among colleges and other places where girls foregather. This film has been loaned to the United States Government for use in similar recruiting work. Ten thousand feet of film have been made of New Ontario, showing the farms, the mines and other attractions for settlers.

Such is the result of one year's employment of moving pictures in educational work. What Charlie Chaplin and his funny feet, and Mary Pickford's cunning dimples will do during the next year is difficult to predict.

## What About Your Share?



**I**N the "Twin City Market" the farmers produced over \$2,000,000,000 in crops in 1917—an increase of about \$884,000,000 over 1916.

This means an average annual income of more than \$3,000 from crops alone.

This income is now being spent freely for labor-saving farm equipment, and all modern conveniences and comforts—automobiles, home furnishings, electrical appliances, kitchen cabinets, pianos, victrolas, wearing apparel, jewelry, stoves—yes, even advertised trademarked brands of foodstuffs.

You cannot afford to overlook the "Twin City Market."

We have helped others to open the trade doors to this market. We can help you, and we will gladly work in co-operation with your advertising agency.

Put your advertising and merchandising problems up to us—especially any connected with the "Twin City Market."

**MITCHELL ADVERTISING AGENCY, Inc.**  
**306-14 Plymouth Building**  
**Minneapolis**

# ON JUDICIOUS F R

Occasional action in opposition to better judgment is a curious and contradictory attribute of mental normality often the cause of much subsequent introspection and self-reproof.\*

The purchase of a silver pencil from an itinerant merchant at no saving in cost and with no effective warranty of value or durability, rather than from a jeweler of repute, constitutes

## ADVERTISING

CHARLES DANIEL FREY COMPANY



# MARKETING *from* E Y

action in opposition to better judgment comparable to that of the buyer of illustration distributing minor orders more or less promiscuously, though normally exercising discretion in placing those of major importance with well established studios, whose work has achieved the confidence of the advertiser based on command of public attention.

## ILLUSTRATIONS

104 SOUTH MICHIGAN AVE., CHICAGO

## Your Attention For a Moment!

**These Figures Should Interest You**

<u>Circulation</u>	<u>1916</u>	<u>1917</u>	<u>1918</u>	
January	96,588	119,641	130,000	
February	98,135	120,325	140,000	
March	95,948	125,137	150,000	

<u>Advertising</u>	<u>1915</u>	<u>1916</u>	<u>1917</u>	<u>1918</u>	
January	7757	8,176	9,422	9,946	lines
February	9632	10,207	14,768	15,827	lines
March	8748	10,338	11,549	14,305	lines
April	8904	10,798	10,813	15,100	lines
May	9689	10,101	12,362	18,000	lines (estimated)

PHYSICAL CULTURE is growing faster right now than in any period in its entire career. It is growing in just the proportion that the public interest in physical efficiency is growing, and that is mighty fast.

Our increase of almost 100% in advertising since 1915, as shown by the above table, has been achieved solely on our record as a producing medium, for 90% of our advertising is **keyed**. Under these conditions we just can't help growing.

# PHYSICAL CULTURE

Flatiron Building - - - - New York City

O. J. Elder, Advertising Manager

*Western Representative*

ARCHER A. KING, Inc.

Peoples Gas Building, Chicago, Ill.

*New England Representative*

METZ B. HAYES,

44 Bromfield St., Boston, Mass.

# Copy That Is and Isn't

The Opportunity of the Professional in Advertising

By Roy S. Durstine

Of Berrien-Durstine, Inc., New York



THANK Goodness, we live in a time when advertising is regarded as primarily a business. There may have been a day when the preparation of copy could be done by inspiration. Horn-rimmed glasses had quite a vogue in our best copy departments. There may have been a time when an advertising writer could look at the ceiling a moment, jot down a few quick words and then exclaim:

"There, Mr. McGillicuddy! That's the best possible slogan for your kippered herrings!" But that day has passed.

To-day advertisements have to sell something. That, of course, is the great big first prime elemental essential object. But they can do it in a lot of different ways. And besides selling goods, or, rather, in order to sell goods in the most thorough and workmanlike way, it seems to me that an advertisement ought to do these things.

First, it ought to be a unit. Somebody ought to visualize the finished advertisement before a line is written or drawn. The other way is commoner. That's why lots of advertisements have a splendid illustration, a good display of the name and trade-mark and about six times as much copy as anybody will read. An art director has made a layout. In his design he has inserted a small block of horizontal lines on which he has lettered "Copy Here."

Off in the other end of the office a copy man has received a requisition for seven or twelve advertisements. He has written them to suit his arguments. And then it's up to some poor typographer to try to squeeze a three-hundred-word prose-poem into a 3x2 space. Perhaps he may have

the hardihood to send it back with a polite request to cut 200 words out of the copy. The plates are made so he doesn't annoy the art director. Then the copy man either jumps up and down and kicks the waste-basket or sends it back to be set in 8 point—depending on the relative importance of the copy man and the type man.

How much better it is when one man sits down quietly and works out the whole thing as a unit at once. Being primarily interested in writing advertising, I submit that the only place for an idea to start is with the man who is going to develop the argument.

## COPY REPRESENTING PERSONALITY OF THE HOUSE

The second attribute of a good advertisement is that it should honestly and adequately represent the house it advertises. It should look and sound like the house that signs it; not like the man who writes it.

Every business, no matter how young or how old, has a personality. To catch the spirit of that personality and to reflect it in words and type and picture—that is the job of every advertisement as much as it is the job of an advertisement to sell.

There isn't any other form of writing where this element is present. The writer of fiction works all the days of his life to develop a style of his own. The writer of advertisements works all his days and most of his nights developing a different style for each one of his customers.

Let me put it this way:

There are certain words which mean more than they say. The very sound of them suggests something. When you speak of a glass of cold water with ice clinking against its sides, that word clinking sounds like the noise the

Portion of address April 1 before the New York Advertising Club.

ice makes. I say that I'm jingling my keys and the word "jingle" makes a noise like they do. The highbrows will tell you that words like these are called onomatopoeitic. Johnson said of Gray's *Elegy*, "It abounds with images which find a mirror in every mind, and with sentiments to which every heart returns an echo."

That's what the words of an advertisement ought to do. A jeweler may say, "Your inspection is invited." A garage keeper may say, "Come in and look us over." The jeweler's invitation gives you a picture of dignity, charm, courtesy and breeding, with a little aloofness, as befits a business which doesn't want everybody to come. The garage man's invitation gives you a picture of a man in jumpers wiping his hands on a piece of waste.

You can make out lists of words like charm, distinction, breeding, refinement, exquisite, replica, obtainable, individual, decorative, exceptional, characteristic, which convey an impression of atmosphere and high prices. Or you can make another list of words like jiffy, bounce, catch, slip, which give a hail-fellow-well-met background. The choice of words describing an idea must indicate as much sense of fitness as the choice of the idea itself. They must be appropriate to the subject in hand.

The typographers are doing the same thing. They use Bodoni for class, Cheltenham bold for a smash. So are the artists, who use a delicate wash-drawing for one subject and a German poster treatment for another.

#### COPY MUST RING TRUE

But there's a great big danger in all this and that brings us to Number Three:

Copy must be sincere.

There is nothing more ridiculous, ineffective and stupid than an advertisement which doesn't ring true. Too often you see a piece of up-stage copy about a product which ought to get right down close to the footlights and shoot

it across. The only way for a roughneck to seem real with real people is to be natural. Society copy that talks like a middle-class Londoner fools very few people. There are some who want you to give them artichokes instead of cabbage and want you to tell them that they are artichokes. Secretly they may prefer cabbage, but they like to think that you think they wear gardenias to business.

However, the great majority of people—and the person who writes copy must keep the great majority in mind—want you to be sincere, if they want you to be anything. Don't forget that the public really hasn't any conscious preference in the matter. Like everything else designed to be real, an advertisement is an intrusion.

"Murder your darlings." That's the first way to achieve sincerity in copy.

A good rule to follow is to cut out most first paragraphs.

Once I wrote a booklet which had what I considered a particularly able beginning. The man who was going to O. K. it read the first page and then carefully drew his pencil through the first three paragraphs.

"But you've cut out my whole introduction," I protested.

"Exactly," said he. "You're like an acrobat who comes out, wipes off his hands, tosses away his handkerchief, puts rosin on his feet and then starts to work. We haven't room for the preliminaries in advertising. They are just fine writing."

Once you have decided to omit the decorations, the second way to get sincerity into copy is to know what you are writing about.

There are two ways to write advertising. One is to read all the printed matter previously written about a subject, go through all the scrap-books of advertisements already run, and then boil down the ingredients thus obtained.

The other way is to start fresh. See the factory. Try the product. Learn to know the men who make it. Try it out on people. Find out for yourself how

# The Martin V. Kelley Company

## Advertising

Martin V. Kelley, Pres.

Ralph E. Keller, Treas.

Russell A. Field, Vice-Pres.

New York City  
171 Madison Avenue

Toledo, Ohio  
2nd National Bank Bldg.

good it is. Get excited about it.

Then, instead of having a campaign seem like a chore that must be done, it will simply be a question of how soon and how fast you can get your ideas down on paper.

Just as a matter of personal belief it seems to me that a lot of sincerity is lost in advertising copy when one man talks to the advertiser and another man writes the copy. All the fire and inspiration of personal contact is lost. Instructions are often misinterpreted. Too frequently the object is to get copy O. K.'d rather than to make it sell merchandise. Certainly it is safer to say that a sincere note will be obtained at first hand.

But probably the surest way to get sincerity into copy is to keep out artificial tricks and superficial stunts. There are legitimate devices which make copy vivid and responsive, but the path is strewn with ideas that looked brilliant and weren't, with trade characters which warped whole selling plans; with adjectives upon which thousands were spent before it was found that they weren't descriptive; with series in which one or two advertisements were natural and good and the rest were painfully strained to fill out the duration of the campaign.

"Let's make advertising what it is: an honest, sincere business without the fireworks and the side-shows and the ballyhooing.

I was told the other day that a Western banker refused to make a loan because a percentage of the sum involved was to be spent in advertising. Thank Heaven, that isn't the attitude of bankers who have studied advertising. One of them wrote the other day:

"Good advertising will show the bank that the company knows how to run its business, which is one of the prime factors, naturally, in granting credit."

There are at least three bankers here in New York who loan money cheerfully for advertising and who are intensely interested in following the details of the

campaign and in checking up all its parts to see that they dovetail. There are many high officials in banks here whose earlier business training was in advertising. Yes, there are plenty of indications that that Western banker is in the minority, and it is such organizations as this that will convince him that an advertising man is not a cross between an East Indian crystal gazer and a rah-rah college student.

By which we are brought to point four. An advertisement should combine two points of view—the viewpoint of the advertising and the viewpoint of a man trained in writing.

#### WHERE THE TRAINED WRITER SCORES

It's perfectly simple when you stop to think of it. You put an advertisement in a newspaper or a magazine and it immediately goes into a competition with the best writing brains of the country. More than that, the writers of editorial material have an advantage at the start. The public buys the newspaper or the magazine for its editorial contents:

Now imagine an advertisement coming in competition with the human, timely, vivid words that these men write in headlines and in news columns. Imagine such an advertisement written by a man whose chief exercise in composition consists of dictating letters that start: "Yours of the tenth at hand and in reply would say." Is it any wonder lots of advertising doesn't pay?

That's where the trained writer of advertising earns his living. He applies to business the same knowledge of human emotions that the newspaper applies to current events.

After the writer of advertising has dug out his facts, planned his advertisements and written them to the best of his specialized ability—then comes the most absolutely crucial time of all. It's when he sits down with the advertiser to go over what has been prepared.

In every field in which writing  
(Continued on page 160)

**GOOD BUSINESS**  
**versus**  
**EXPEDIENCY**





## GOOD BUSINESS *versus* EXPEDIENCY



It is a recognized fact that the volume of circulation sales of magazines generally has been, and will be, affected by these three conditions—

- 1—*Increases in subscription price. (Today's Housewife increased last year from 50 to 75 cents.)*
- 2—*The 50% postal ruling.*
- 3—*The war.*

Expediency dictates that we, in common with other publishers, maintain the volume of circulation which we had before these conditions became a factor, which would compel the use of methods such as the following—mailing extensively and continuously to expirations, employing expensive and unprofitable direct canvassers, over-inflated mail promotion effort, etc.

GOOD BUSINESS dictates building for a standard of quality and profit—profit to us and to the advertiser—rather than straining to maintain a previously fixed volume of circulation, at unwarranted expense to ourselves and sacrifice in value to advertisers.

### *What Good Business Means*

GOOD BUSINESS dictates the necessity for greater profit—in two forms—actual increased net revenue from circulation in proportion to volume, and increased profit through enlarged volume of advertising as a result of greater responsiveness and per copy value to advertisers.

GOOD BUSINESS dictates that we meet the desire on the part of advertisers for those publications only which are on a sound basis now, and whose publishers have the courage and the foresight to prepare themselves in such a way as to insure a continuance of this sound basis.

GOOD BUSINESS dictates that we make the necessary plans

## GOOD BUSINESS *versus* EXPEDIENCY

right now to meet without undue pressure the difficulties which may be imposed through increased postal rates, continuance of the high cost of paper, and other possible war problems.

GOOD BUSINESS dictates that we base our advertising rate on such an amount of circulation as we know absolutely that we can deliver, without undue pressure or expense, and even under the most unexpected conditions.

WE have elected to choose GOOD BUSINESS. We know in advance that leading advertisers and their agents are in hearty sympathy with this decision. Many of them have stated to us voluntarily in the course of the past few months that they would welcome the adoption of this policy on the part of all magazines, as it will stabilize the business.

### *New Rate \$3.00 Per Line*

THEREFORE, beginning with the June issue, the line rate of Today's Housewife will be \$3. This is based on a circulation of 600,000, *which is lower than there is any possibility of our reaching.* We will guarantee, with the usual cash rebate clause, 600,000 circulation.

It is important to note that this does not mean that the circulation will reach as low a figure as 600,000. This figure has been selected merely because it is looked upon as the *absolute minimum.*

### *A Larger and Better Magazine*

ALSO, beginning with the June issue, we will materially increase the number of pages in each issue of Today's Housewife.

*Absolutely no changes will be made in the editorial character of the magazine.* There will naturally be improvement

## GOOD BUSINESS *versus* EXPEDIENCY

along the lines that we have followed for years, made possible by the larger book.

This will enable Today's Housewife to meet even more fully than in the past the requirements of its worth-while purpose, to serve American housewives sincerely and practically in the problems of their everyday lives.

The war has tremendously strengthened the force of the normal, established editorial appeal of Today's Housewife. Women's minds are on the serious things of life today, and they will continue so for all time to come. Today's Housewife is in complete harmony with this mood and attitude. It is meeting the needs of women today as they have never been met before, because the needs of women for a magazine of the type of Today's Housewife have never been so intense as they are right now.

The following quotation from a letter from H. M. Geiger, President, Geiger-Jones Company, Canton, Ohio, principal owners of Today's Housewife, has a definite interest in this connection:

"Today's Housewife is being operated on a sound financial basis. It represents an ideal—it has a definite purpose to perform. This ideal and this purpose have developed and grown stronger under the influence of such conditions as have been brought about by the War.

*"That Today's Housewife is to be fully able to take advantage of the greatly increased opportunity thus created for it is guaranteed by the determination on the part of its owners to back the property to the limit."*

## Today's Housewife

# Exactly What Work Can Women Do?

They Can Do Almost Any Job Men Have Done, as Shown by a Report of English Women's War Work

By John Allen Murphy

AS the war goes on the United States will find, just as every other belligerent has found, that it will be necessary to throw an ever-increasing amount of our civilian work onto the shoulders of women.

Employers are reconciled to this prospect, but what they would like to know is, what is the limit of a woman's capacity to do a man's work? What kind of work is she able to do? What kind is unsuited to her ability? Are her limitations solely physical or is she also temperamentally and intellectually disqualified from doing certain work that has always been performed by men?

These are important questions and very perplexing to those employers whose entire experience has been in dealing with men. Of course there is a great deal of industrial work that women can do. There is no doubt about this because they have been doing it for years. But, on the other hand, there are many jobs that have been regarded as exclusively masculine. At least women have not been employed in them. Whether they weren't thought to be suited for the work or whether they didn't care to do it or weren't obliged to do it, makes no difference. What manufacturers are anxious to learn is, can women do this work now?

The answer is that the women of England, France and other countries are successfully engaged in all sorts of occupations that they never entered before. What the women of other nations are doing, the women of the United States most certainly can do. The fact is that war changes people, so that they scarcely know themselves. It suddenly fits them for responsibilities that they could not

have assumed before. Responsibility develops talents. Certain classes of women, who may have been somewhat frivolous, have been sobered by the war. They have become serious and earnest and are now doing work that formerly was beyond them. Women, who have never worked, are now going to work. They have to. In tackling real difficulties, they are finding that they have capabilities that they never knew they possessed.

## MANY AMERICAN WOMEN ALREADY TRAINED

In employing women to do strange tasks, the United States will not have to depart so far from custom as have our allies. Women are already widely employed in this country. They are holding down a great variety of jobs that the women of Europe before the war were not allowed to try. The women abroad had not gained the foothold in industrial pursuits that our women long have held. In Europe more women were engaged in agricultural and domestic occupations and in what might be called home manufacturing, than in this country, but in giving them a chance to handle various factory processes America has led the way.

That is, it did until the war. Now the reverse is probably true. It would appear that there is hardly a job of any kind that the women of England, France and Germany are not doing. There is much we can learn from their experience, although we, too, have opened up many new occupations to women since 1914, especially since we entered the conflict ourselves.

It is important that information on the subject be disseminated.

This is true not only of the labor question, but of all questions that pertain to the war. Making known generally what you have found, is a good way to help win the war quickly. There is great necessity for speeding up in practically all lines. Therefore, holding back information that may be helpful in accomplishing this is a very unpatriotic attitude to take. If a manufacturer finds that women can be used in doing certain processes that had always been the work of men, it is his duty to make it known. Now is the time to pool ideas. Everybody must throw in something in order that the nation's arm may have the maximum of strength behind it.

Even in England, where this subject has been studied for three years, there is still no absolute uniformity in methods. Right in the same trade the processes on which women are employed vary a great deal. In one factory or in one district women may have taken over practically all the processes, and in another factory men are still doing this work. There may be inside reasons for this lack of uniformity. It can't all be due to the unwillingness of the manufacturer to profit from the experience of a competitor.

#### ENGLAND'S EXPERIENCE IN SPECIAL FIELDS

Now let us see what work is being done in England by women. The list of the processes to be given necessarily cannot be encyclopedic. The list is only intended to suggest the wide range of civilian work that women are capable of performing. Most of the data given are taken from an excellent pamphlet on the subject, which has been compiled by the Corn Exchange National Bank of Philadelphia, and which is based on reports issued by the British Government.

**POTTERY INDUSTRY:** Women are now used in making, turning, dipping and packing stoneware, such as jam jars. They are able to work only on certain sizes, and it is necessary to have men around

to do all heavy carrying. In the manufacture of clay ware, such as flower pots, roofing tiles, land drains, domestic ware, etc., women are successfully handling eight processes. They are also engaged extensively in making sanitary ware, such as sinks and in making furnace blocks and fire bricks. In the manufacture of common and glazed bricks, women are performing fourteen separate processes. Some of this work requires training, but much of it can be done after a short period of instruction. This is an industry where women were employed to only a very slight extent before the war.

**THE BRUSH TRADE:** There are many branches of this industry, in most of which women are now being employed. This is a line of work that gave employment to women even in the days of peace, but the number of those engaged in it has greatly increased since the war. In the manufacture of household and toilet brushes there are three operations, known as pan work, drawn work and bone work. In the first, women are now carrying on five processes. In the drawn work they are also doing five separate tasks, and in the bone work they are successfully doing every process excepting cutting and "first fashioning." In making paint and varnish brushes, women are engaged in seven processes. In making shaving brushes they are doing all the processes. It seems that women are able to work in this business after a "very short period of probation." A few processes require a much longer period of training. It is an industry, however, in which the intelligent woman can soon learn to do the work.

**THE CHEMICAL INDUSTRIES:** "Owing to the heavy nature of some of the work," to quote from the Corn Exchange Bank's booklet, "and to the fact that in the past it has been customary for the same man to be employed on different kinds of work, some too heavy for women, some comparatively light and suitable for women, a certain amount of re-organi-

# Ad Writing Contest

*Closes April 15th*

**\$100.00 1st Prize; \$50.00 2nd Prize;  
\$25.00 3rd Prize**

The Washington Star offers the above prizes for the three best page advertisements selected to appear in PRINTERS' INK over the Star's name.

**Subject: Covering the National  
Capital at Small Cost.**

The first consideration should be the importance of Washington at this time to national advertisers.

Then should follow the opportunity of covering this important field with one great newspaper at a minimum cost. The following data in regard to the Evening Star may be useful in preparing advertisements for the contest. The use of any of this matter, however, is not essential, as the widest latitude in handling the subject is given to contestants:

**FIRST:** The Star's circulation (now at 2 cents, non-returnable) is over 95,000 daily and 75,000 Sunday.

**SECOND:** The Star has but one edition daily, no waste or duplication.

**THIRD:** The Star's circulation is highly concentrated in Washington.

**FOURTH:** The Star has its own exclusive carrier service covering every block in Washington "From Press to Home Within the Hour."

**FIFTH:** The Star prints no questionable, fake or distasteful advertising.

**SIXTH:** The Star intelligently cooperates with national advertisers to make their advertising in the Star 100% effective.

**SEVENTH:** The Star has a flat rate of sixteen cents per line daily and twelve cents per line Sunday.

Anyone is eligible.

Copy must be received before April 15th,\* 1918.

\$5.00 will be paid for each advertisement used in addition to the prize-winners.

Address

**The Evening Star.**

WASHINGTON, D. C.

\*Through error, in our original announcement, PRINTERS' INK gave the closing date as April 1st, instead of April 15th.

zation and adaptation will be necessary if women are to be substituted with success. In another respect the industry is exceptional, in that it affords scope for the employment of specially trained university women (chemists) in the works' laboratories as analysts or research workers." It seems that in alkali manufacture itself it has not been possible to substitute women, although they are used to empty roll sulphur moulds. In acid manufacture they are used for filling, stoppering and packing carboys. Care has to be taken to prevent gassing from the fumes. In the manufacture of light chemicals women are capable of performing quite a few tasks that have formerly been handled by men. It is claimed that women could be satisfactorily employed to a greater extent in some processes in the chemical industry than has been done so far. Women are used very extensively in doing general laboring work in the chemical business. No special experience is required for this other than the ability to do hard physical labor and to follow directions. Some of the tasks being performed by women are: unloading boats and trucks of slack, coal, coke, fire bricks, timber, sand, and drain pipes; loading barges with coal, etc., and trucks with sacks; filling and wheeling barrows (load up to  $1\frac{1}{2}$  to 2 cwt., including barrow); wheeling carboys of acids; washing, rolling and painting iron drums; bagging coke, chemical manure, etc.; cleaning and emptying evaporating tanks, and general cleaning operations; trimming coal for furnaces and levelling ashes; washing bogies; breaking up pyrites; and carting.

**CHINA AND EARTHENWARE TRADE:** Women have been employed in this industry for years, although since the war started they have taken over many additional processes formerly done exclusively by men. There are, of course, quite a few things in making china that inexperienced women cannot do, because both skill and strength are required. This,

however, is one of those fields in which manufacturers differ as to women's ability to do men's work. In quite a few cases work that was claimed to be beyond the capacity of women is being successfully done by them. For most of the work in this industry a short period of training is necessary. Men who have worked in this trade in England and who are beyond military age are used as teachers.

#### ESSENTIALLY WORK FOR WOMEN

**HEAVY CLOTHING TRADE:** This is a woman's industry. Before the war most of the work done in it was by women. Men, however, did much of the cutting, trimming and fitting up. It is said, however, that women are now even doing these three processes. It seems that women are first employed as assistants to men who are skilled in the business, and in this way are gradually trained to do the work themselves.

**THE COTTON TRADE:** This is another business that belonged almost wholly to women. Here also there were certain processes that custom had always reserved for men. Women can be trained to perform most of these tasks. In some of the processes, such as weaving, women carried on a great deal of the work, but since the war started they are doing a much larger proportion of it.

**FLOUR MILLING:** This is one of those lines from which women were almost entirely barred before the war. It is significant that in England women are now engaged in a great many departments of the flour milling business. They are carrying on six processes in the sack-house, eight in the warehouse, and four in the mill proper. Most of the work is not hard for a woman to do. Some of it requires greater responsibilities than others. To do work such as sampling, only women of higher intelligence are qualified.

**GAS AND ELECTRICITY SUPPLY:** In the words of the Corn Exchange National Bank, "There is much  
(Continued on page 133)



# Lost Found

"Has Anybody Seen This Dog?"

"Yes and Returned It!"

## WANT AD AMMUNITION

**I**llustrative opportunities abound in every field of advertising endeavor. In every field it is the Human Interest Ammunition that achieves desired results.

As an organization of Recognized Creative and Illustrative Artists of Big Ideas we offer a Service that comprehends the Special-Individual Human interest need of each opportunity. The Illustrations appearing above are part of the 144-Shot Special Want-ad Ammunition Campaign for Newspapers now running.

Book "A" is ready for distribution with Illustrations for immediate use.

### OUR ART SERVICE

Embracing Powerful Character Illustrations—  
Picture Salesmen—Direct Appeal—Up-to-Date  
Data Stuff—Artistic Retouching—Broad Tone  
Handling—Color Values in Black and White—  
Iridescent and Sunshine Color Effects and  
Beautiful Pen and Ink Technique is in use by  
National Advertisers, Agencies and Newspapers.

# S&W

## ART SERVICE

Republic Bldg. Chicago

Sam Stoltz Pres & Art Director R.H. Palenske Vice Pres. W.F. Williams Secy & Treas



# Wasted Food

There are more than 800,000 farm families on SUCCESSFUL FARMING'S subscription list who permitted enough food to waste last year to feed an army.

They could not afford to take the time to save it in the old ways.

This waste can be avoided this year if——

# Food Can Be Saved

Manufacturers of canning and dehydrating outfits for farmers have the vision and the nerve to use big space and strong, convincing, understandable copy in **SUCCESSFUL FARMING** to tell these 800,000 farm families how they can insure their own winter reserves of food and in addition provide a surplus which will serve our allies and give the farm woman a profit.

E. T. Meredith  
**SUCCESSFUL**  
DES MOINES



Publisher  
**FARMING**  
IOWA

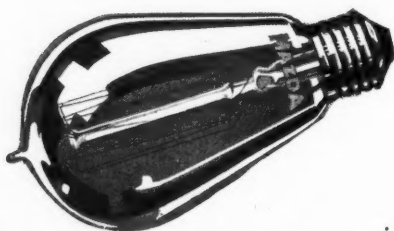
CHICAGO OFFICE:  
1119 Advertising Bldg.

Member  
A. B. C.

NEW YORK OFFICE:  
1 Madison Avenue

---

Scientific study coupled with practical manufacturing methods—this is the basis of the MAZDA Service that helps lamp-makers produce better lamps.



# MAZDA

*"Not the name of a thing, but the mark of a service"*

## THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York. The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE  
GENERAL ELECTRIC COMPANY



work in the gas and electricity departments which can suitably be done by women, and in some districts the replacement of men by women began very early. In Sheffield, for instance, women have been employed to read meters since the early days of the war. In all work connected with the inspection, maintenance and repair of stoves, meters, lamps, burners and mantles, the introduction of women presents no serious difficulty and they are now employed upon work of this kind in both the gas and electricity services in many districts. In some cases the fitting of gas stoves is also done by women. The collection of accounts, and of money from slot meters is to a great extent in the hands of women, and also the work of show room attendants and of cleaners in power stations and other departments." In power stations women are used as switch-board attendants. In some districts women are extensively employed as laborers in this industry. They shovel coal, attend to coal breakers, and do labor of this character. It has not been possible in all cases to transfer all of this work onto female shoulders. In instances of this kind the work is re-arranged so that part of it is done by men and the rest of it by women.

**GAS WORKS:** In this field women were employed to only a very slight extent before 1914. They are now successfully performing something over thirty processes.

**GLASS TRADE:** Women are employed in handling two processes in the mixing department, several processes in the glass house and several in the warehouse. It is claimed that it is important for this work to select "steady, adult women."

**THE GLOVE INDUSTRY:** In the past men did practically all of the initial processes in this line of manufacture. It is work that requires long training and cannot be quickly switched into the hands of inexperienced workers. Women, however, have been trained to carry on five separate tasks in this

industry, such as wheeling, buffing and padding skins, cutting out chamois and other light leathers, cutting of furs and gauntlet parts, laying out or ironing, etc.

**HOSIERY MANUFACTURE:** In Scotland women have for years been employed to run all kinds of knitting machines. In England this work has been largely performed by men. In a few instances women have run the lighter knitting machines. Since the war started the substitution of women for men has been gradually going on in England. In the case of large machines that it is thought women cannot run, they are employed as assistants to the men. In the "making-up," warehouse and finishing departments women have been extensively substituted for men. To perform much of this work training is required. In quite a few instances where training would take up too much time during the day it has been the custom to train the women for the work after the regular factory hours.

**LEATHER TRADE:** What is known as case work is largely in the hands of men. Quite a few processes, however, have been mastered by women. Especially have they been found available for cutting by press, stitching, and in certain finishing work. It is stated that it would be easily possible to employ women to a much greater extent in this business. In the past it was the custom for a skilled man to do both the marking and the cutting. Now the man does the marking, which is the part requiring skill and a woman does the cutting, which is comparatively simple. This one instance shows how inexperienced women can be quickly trained to do tasks that were formerly thought to be beyond them.

**LEATHER TANNING AND CURRYING TRADE:** This is distinctly a man's job. It is most unpleasant work. Yet women are now performing a good portion of this labor. Much of it requires women of strong physique and they have to be protected with special clothing.

**MUNICIPAL SERVICE:** In some places women are even acting as scavengers and street cleaners. This is something they wouldn't think of doing before the war. In Birmingham, they are employed upon the gravitation and bacterial beds of the Sewage Farm. They have been most successful in these queer jobs. Gardening in public parks is another occupation that has been opened up to them. Women have been engaged as inspectors of fittings in waterworks departments, as plan tracers, and those that have scientific training are being used as bacteriologists. As teachers women have generally replaced men, and in clerical work the tendency has been noticeably in this direction. In some municipal departments 80 per cent of the employees in clerical positions are women. For England that is a good deal, especially since over there members of the gentler sex have never been so popular as office workers as they are in this country.

**OIL SEED AND FEEDING CAKE INDUSTRY:** Almost entirely a man's trade before the war. Much of it is still too heavy for women. However, by manipulating certain processes, women have been worked into several of them. It has been necessary, though, to select carefully women of certain definite types.

**PAINTS AND VARNISHES:** The following processes have been placed in female hands since Germany started to tear up the earth: Color mixing, grinding, packing and filling, dipping, washing and soldering of tins, painting kegs and drums, mounting shade or color cards, labelling and stenciling packages. The heavier tasks are delegated to men, leaving the lighter processes for the women.

**PAPER MAKING:** Girls have taken the place of men in a number of processes in the preparatory, manufacturing and finishing departments, from feeding mechanical pulp into willowing machines to loading vans and railway trucks. Of course, women cannot be entirely substituted in

all processes. They merely do some of the work formerly performed by men. This, however, releases a number of men for military duty and still enables the work to go on much as before.

#### NOT AVAILABLE IN CERTAIN RUBBER WORK

**INDIA RUBBER TRADES:** Many successful experiments in female substitution have been tried in this industry. In the reclaiming of rubber, women have not been found available, save on light processes. Where the work is dangerous to women and where they cannot be expected to have the necessary skill in the business to protect themselves properly it is not recommended that they be employed. In the manufacture of rubber articles a wider latitude has been found for women. They are now engaged in something over twenty processes.

**BOOT AND SHOE MANUFACTURING:** Women are employed to a very large extent in all departments. They are carrying on, either in whole or in part, dozens of processes. Not all factories have made the same progress in letting women do this work, but the industry as a unit has made substantial advancement in this direction nevertheless. In making children's shoes practically all of the processes are in the hands of female operatives.

**SILVER AND ELECTRO PLATE TRADES:** In certain factories women have taken men's places in a number of processes—eight in preparatory, eight in silversmithing, three in plating and five in polishing. Automatic lifts have been attached so that women can run heavy machines. Where girls are unable to perform the entire process, they are hired as assistants to the men. This enables the manufacturer to get along with just that many fewer men. Some of this work demands no previous training; some of it can be mastered in a few weeks, but for a few of the processes a considerable apprenticeship is necessary. This training difficulty, however, has been partially overcome by the

## Our Farm

From careful research, we find that the farms operated by the readers of the National Stockman and Farmer have these features:


Acres	155.8—
against territorial average	of 92.3.
Value	\$14,467.71—
against territorial average	of \$3,627.39.
Value per acre	\$92.85—against \$39.30.
Average cattle	12—against 6.
Average horses	6—against 3.
Average poultry sales	\$220.00.
Tractors operated	6,110
Automobiles owned	62,790
Auto Trucks owned	3,120
Silos owned	65,026
Water Supply Systems	44,980
Electric lights	14,000
Pianos	53,430
Talking Machines	17,810

This represents a purchasing power that probably averages higher than that represented by any other local farm paper. Anyhow, it's big enough to interest any advertiser.

These "key" farmers buy, read and boost their favorite farm paper.

Let us send you a certified return of our last questionnaire, and see for yourself.

# THE NATIONAL STOCKMAN AND FARMER

THE WORLD'S  LARGEST FARM PAPER

Pittsburgh, Pa.



**F**AMILY for family the people of Suburban New York buy a great deal more of the necessities and the luxuries of life than those of the City of New York.

There is one—AND ONLY ONE—sure way to reach the pocketbooks of these well-to-do suburbanites and that way lies through their local newspapers.

**O'FLAHERTY'S NEW YORK SUBURBAN LIST**, 225 WEST 39th ST., N. Y. BRYANT 6875-6-7-8

The Clearing House for Advertising in Suburban Daily and Weekly Newspapers

## WHEN YOU MUST HAVE A PRINTING JOB ON TIME

When it is important that your printer should deliver to you a printing job on a certain date, why take chances with the paper? Why use a paper that may cause delay in the pressroom? As you no doubt already know, many of the failures to deliver work on time are caused by pressroom troubles. The ink fails to dry on the paper and offsets, the cuts pick, or the printer has to experiment to get an ink that will print properly. And so we say, why take these chances when there are two papers that printers from coast to coast acknowledge print with a minimum of pressroom trouble—that work well and print well under the varying conditions in different printing establishments?

These two papers are Ticonderoga Special Magazine, for halftones and process color work, and Ticonderoga Eggshell Book for type and line cuts. Ask your printer about them and write us today for samples.

**TICONDEROGA PULP AND PAPER COMPANY**  
200 FIFTH AVENUE, NEW YORK

adoption of the American standardization system. Instead of letting one man do the job throughout, it is split up among groups of workers. They thus quickly become specialists at doing one particular thing.

**SOAP TRADES:** It has not been found practicable to use women in preliminary processes, except in a very limited way. But much of the lighter work formerly done by men and boys is now successfully carried on by female employees.

**SUGAR REFINING:** Female operatives have been introduced into a number of departments. They are helping to unload raw sugar; they attend the centrifugals, do laboratory work, help in the engineering shop and do many other things that they never touched before the war. Some of the work is wet and dirty and requires special clothing.

**TOBACCO MANUFACTURE:** By reducing weights below what used to be customary, women are doing much work in this industry that was formerly done entirely by men. They are doing such tasks as feeding leaf-cutting machines, packing presses in roll and cake departments, spinning, warehouse work, soldering tins, and are attending cigarette-making machines under the eye of skilled men. In some of the positions foremen have been supplanted by forewomen.

**WOOL INDUSTRY:** To substitute women for men in this business, it was necessary for the employers to get the consent of labor. A number of conferences were held and finally it was agreed to let female labor take the place of male labor in five processes in woolen spinning and weaving, and eight processes in worsted spinning and weaving. Since this agreement was signed in 1916 there has been further substitution in this industry.

**PRINTING, DYEING AND BLEACHING OF COTTON:** In this line women have been substituted in dozens of processes. The weight of the goods determines whether or not women can do the work.

**LIGHT CLOTHING:** This consists

of shirts and underclothing, collar and corsets. Before the war most of the labor in this field was done by women. Men's sphere in this industry was largely in the cutting room. For a time the cutting was done by men ineligible for military duty, but as the war went on it became necessary to substitute women cutters where possible.

#### CAN AMERICAN WOMEN DO AS MUCH?

Some of this work that is new to the women of England has long been done by women in the United States. Much of it, however, has never been essayed by feminine workers in this country. That women are capable of doing tasks of this kind will come as good news to American employment managers, who may be wondering where they are going to get hands to fill in the places of the hundreds of thousands of men about to be drafted.

However, a few of the jobs that are listed will not be likely to appeal to the gentler sex in this country. American women are not as robust as the women of Europe. They are not able to stand hard physical labor. We can get around this difficulty, though, as they did in England, by distributing work on a new basis. In many instances, weights can be decreased. Also the work can be routed differently, having the lighter tasks fall into the hands of women and the harder processes handled by men.

Of course the women of America have already taken over many strange jobs. They are being employed as machinists, mail carriers, street-car conductors, for messenger duty, as elevator operators, fountain dispensers, bootblacks and in other ways too numerous to detail. It simply shows that under the lash of war's necessity there is really no work that a woman won't undertake. All our old-fashioned notions about a woman's place and her ability are being blasted every day. We should abandon all our preconceived opinions on the subject and start over with a clean slate.



# Dehydration a Field for Educational Advertising

Government Backing May Furnish the Stimulus

*Special Washington Correspondence*

LAST year PRINTERS' INK related how various manufacturers of canning, preserving and drying outfits had taken advantage of the advertising opportunities afforded by the Government's food conservation propaganda. The proposition then was peculiarly one involving the home-drying of fruits and vegetables. Since that time, dehydration in its commercial aspect has taken on new importance. The American public and the population in foreign lands dependent upon American sources of food supply are coming, of necessity, to eat increased quantities of American dried fruits and vegetables. There appears to be, however, an exceptional opportunity for educational advertising that would lead great numbers of consumers to turn to these foods from choice rather than from necessity and that would insure the permanence of demand after the limitations of the war period have been removed.

No industry, it must be confessed, ever had such an opportunity to gain for its product a thorough trial at the hands of new prospects as is now afforded American producers of dried fruits and vegetables. Not only are considerations of foodstuff cost and the influence of disturbed transportation conditions impelling tens of thousands of American housewives to rely more heavily than ever before upon dried products, but it is a virtual certainty that American soldiers in France will have ample opportunity to become converts to the virtues of this class of eatables. For some time past, the United States Government, confronted by acute shipping conditions, has been experimenting with shipments of dried fruit and vegetables in order to save space over the cargo ac-

commodations required for fresh and canned foodstuffs and the indications are that the dried products will figure more and more prominently in the army ration on the western front.

As indicative of Governmental interest in the proposition, it may be noted that there is now a bill before Congress to appropriate \$250,000 to enable the Secretary of Agriculture to establish plants for the drying or dehydration of vegetables, fruits and other edible products in connection with the land-grant colleges in the several States. This would form a part of a contemplated general propaganda by Governmental agencies to demonstrate to the American people the food value of the heretofore little appreciated dried products. Taken in conjunction with the adoption of dried products for the United States Army, this would, presumably, give tremendous impetus to the industry which, by reason of the fact that patent inventions are not involved to any great extent, is capable of great expansion.

## COMMERCIAL DEHYDRATION ON THE WAY

The commercial drying of fruits and vegetables is, of course, a time-honored industry, but it was in great measure supplanted some thirty or forty years ago by the canning industry which has since served as the main medium for the equalization throughout the year of our seasonal food supplies. At the time of the Boer War, the dehydration industry revived somewhat. Perhaps the most eloquent tribute that could be paid to the keeping qualities of this class of food products is found in the circumstance that the British Government has successfully used in the present war quantities of dried vegetables left over from the supplies purchased at the time of the



40<sup>th</sup>  
Year

A NICE regard for the details of a client's instructions and a compliance with the spirit as well as with the letter of his expressed wishes makes the service we render a thoroughly human one. Maintaining this element limits our business to what can be so handled.

**W. H. H. Hull & Co., Inc.**  
Tribune Building. New York  
*Established 1878*

## PHOTO-CHROMOTYPE ENGRAVING CO.



An organization of Expert Artists and Engravers producing the highest quality of Halftone, Line and Color Engravings. Special Department for Brass and Steel Dies.

920 RACE STREET - PHILADELPHIA, PA.

Boer War and which had been in storage during the eighteen years that intervened.

It required the conditions arising out of the present war, however, to inspire within the United States the beginnings of what gives promise of proving an extensive and permanent industry. During the last half of 1917 and the first quarter of 1918, experimental work was carried forward energetically and the result is the evolution of dried products that are claimed to be fully equal when cooked to fresh products. This high estimate, it may be added, is not merely the expression of dehydration enthusiasts, but constitutes the verdict from hotels such as the Ritz-Carlton in New York and the New Willard at Washington, where the products of this new era in dehydration have been tried out during the past few months.

Discussing the subject recently, Dr. Carl L. Alsberg, chief of the United States Bureau of Chemistry, said: "We have been investigating the subject for a number of months and find that nearly all vegetables and fruits can be dried successfully. Products can be obtained which retain their distinctive properties. The saving in containers and freight effected by drying, combined with the attractiveness of the dried products, makes us realize that we have here an industry of importance and value." Dr. Wiley is another endorser of desiccated vegetables and fruits as produced by the latter-day perfected processes. Taking cognizance of practical considerations, he finds added to the healthful qualifications of such products the virtue of freedom from spoilage and the opportunity to use cheap containers. This latter is unquestionably a factor in the face of a shortage of glass and tin receptacles.

For advertisers who may see business possibilities in the new developments in dehydration, not the least significant feature of recent American achievement is found in the success that has attended the reduction of vegetables

to powdered form as well as the evolution into the more or less familiar dried fruits and vegetables of commerce. This gives promise of allowing Americans to edge in on one of Germany's pet industries. Before the war, German houses sold in the United States each year vast quantities of vegetable soup powders which were procurable nowhere else and which were deeply relished by persons who were familiar with their appetizing qualities. It now appears that American industry is in a fair way to duplicate these unadvertised rivals of the established "Add Hot Water and Serve" specialties. Indeed, there is now on the market a domestic product in the form of a Julienne soup mixture that is accounted the equal of anything of the kind that ever came out of Germany. In the brief time since it was first introduced, its manufacturers have been bombarded with inquiries for other vegetable products prepared by the same process.

If American manufacturers of dehydrated products are to make headway with the new specialties, for which Albert Keller, general manager of the Ritz-Carlton, has declared that he foresees "a fine opening on the market," there is no time to be lost. Germany, after the war, will make a stronger drive than ever for this trade all around the globe. There were in Germany prior to the outbreak of war a total of 850 commercial drying plants. But the food conditions there have brought about a tremendous increase in plants of this kind and competent authorities estimate that there are now not less than 2,000 drying plants in that country.

#### PEOPLE IN A MOOD FOR IT

E. Clemens Horst, of San Francisco, one of the pioneers of the new dehydration industry, who is making headway with tomato specialties in both dried and powdered form, is encouraged by the proposal that Uncle Sam give the new industry a flying start. Said he: "If we tried to create a market for these products by ad-

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CLARKE & COMPANY

225 FIFTH AVENUE  
NEW YORK

General Sales Agent for Book Papers  
Manufactured by Crocker, Burbank & Co.

## WANTED SOMETHING TO SELL

*A well equipped organization, who by reason of the war has had its production curtailed, desires to act as "Sales Agency" for any product of mill or manufacturer. We are prepared to take an entire production. For interview address by mail only*

**S. D. KEMPE, 23 East 22d Street  
New York City**

# They are Making MONEY

—those wideawake young men who are devoting their spare time to the membership campaign of the American Asiatic Association. And they are making worthwhile acquaintances too among the influential business men of their communities. You can do the same today.

This is your opportunity to capitalize your spare time in a dignified, broadening manner. Interest in Oriental affairs has never been keener. You can easily turn this interest to the Association at handsome profit to yourself.

*Write for full particulars and selling helps to the*

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627 Lexington Avenue

vertising, it would cost at least \$5,000,000 to develop a dried fruit and vegetable product market to any substantial extent within two or three years. If our Government takes hold of it and advertises it along the line that the product is good—and they can find out overnight that it is good—you will have every housewife wanting the product. The consumers will get the benefit of cheapness and the farmers will get benefit from the better utilization of their lands. There will be not only a reduction in the cost of living, but an improvement in the health of the people by eating more vegetables. As Dr. Wiley told me a few days ago, the people of this country do not eat enough vegetable food to keep them in the best of health, especially in the winter when vegetables are high in price or practically unobtainable."

Another manufacturer who has recently been in Washington on the dehydration proposition is Chester F. Hogle, representing Postum Cereal, the Purity Oats Company, etc. He has a special new process which is a curing process rather than a dehydrating process, in the ordinarily accepted meaning of the latter term. Mr. Hogle has, from patriotic motives, given the first refusal of his process to the United States Government, but if the Government is not disposed to proceed in the premises he will at once begin operations commercially. He says of his process: "This is far in advance of anything the Germans are doing!"

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Advertisement Manager "Punch"  
10 Boncourt Street  
London, Eng.

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Advertisement Manager "Punch"  
10 Boulevard Street  
London, Eng.

# Hunts Up a New Business for a War-Stranded Sales Force

Company's Trade Utterly Disappeared under Fuel Restrictions—Salesmen Trained with Difficulty—The Way Out

**SUPPOSE** you were a manufacturer of oil lamps—not the common, smeary oil lamp of the kerosene circuit, but a fine patented oil lamp which sold exclusively to big business men. Suppose you had nursed the business along from nothing to a well-paying success which was due largely to your country-wide force of hand-picked, corn-fed salesmen—and then all of a sudden they passed a law making it a crime to burn kerosene or any other oil that would work in your lamp. What would you do about it?

That was exactly the situation which confronted a manufacturer in the East a couple of months ago, only the line is not oil lamps. Nevertheless it is of such a nature that the fuel restriction made the product just about as useless as an oil lamp would be without oil.

And what was to be done?

It is true the company could have closed down its factory. Easiest thing in the world, for it employs but 150 men, and those who could not be easily replaced could be kept busy on the large orders received before the ruling became effective. That solves the problem of production at one fell swoop—but how about the selling end of the business?

That was where the rub came, for as we said before, this sales force is hand-picked. It represents the real growth and development of the business. Not every salesman can sell this product. It is no job for peddlers, order takers or price cutters, but to real salesmen, capable of meeting big men on terms of equality and selling them in a big, broad way, it offers an unlimited field. But such men are hard to find. Out of every dozen tried out only one

measures up to the requirements and develops into a good old war horse capable of holding down his territory in the face of all comers, and it is these picked men of which the sales force is composed. Naturally, it took years to find them. The development of this sales force represents the company's most valuable asset. It has cost many times the price of the factory and equipment.

Salesmen of this calibre are not accustomed to living on dry bread. They not only demand butter, but some of them insist on maple syrup or honey, with a little imported caviare once in a while. Nor do they need to worry about their ability to get it, for men like this can always have their choice of nice congenial jobs.

That was what caused icy chills to run down the backs of this little group of executives—how were they going to hold the sales force together until the fuel restrictions were taken off?

## TURNS TO ADVERTISING TO SELL SERVICE OF A SALES FORCE

One of the first things that occurred to them was the idea of getting something else to sell until such time as their own product would have a demand again. They looked about, but nothing suitable was in sight, nothing which would meet the needs of their large and well-organized sales force, so they decided to advertise.

Two business papers were chosen to carry the message, one a monthly magazine of large circulation, the other **PRINTERS' INK**. In passing it might be worth while mentioning that the monthly was never used. The half-page advertisement in **PRINTERS' INK** was published before copy for the monthly got off, and the replies

# Twentieth Century Farmer

Now Owned and Published by

## THE NEBRASKA FARMER

On June 1, The Nebraska Farmer will absorb Twentieth Century Farmer. Lincoln will be publishing headquarters. This coming consolidation of the two strongest Nebraska farm papers will enable advertisers to cover Nebraska and the rest of the Omaha trade territory through one out-standing medium. There will be no change in The Nebraska Farmer's editorial and business management or policies.

100,000 will be The Nebraska Farmer's guaranteed circulation after June 1, and the advertising rate will be 60 cents a line. All contracts for advertising in The Nebraska Farmer should be figured at 35 cents a line for advertising that is to appear before the last day of May, and at 60 cents a line for advertising that is to appear in June or later.

During April and May, The Nebraska Farmer Company will publish Twentieth Century Farmer in Omaha as a separate publication, and the Associated Farm Papers will represent both publications.

S. R. McKELVIE, *Publisher*

## THE NEBRASKA FARMER

*Nebraska's Real Farm Paper*

LINCOLN

Chicago Office:  
Singer Bldg.,  
Tom D. Costello, Mgr.

St. Louis Office:  
Fullerton Bldg.,  
C. A. Cour, Mgr.



New York Office:  
Fifth Avenue Bldg.,  
S. E. Leith, Mgr.

Minneapolis Office:  
Palace Bldg.,  
R. R. Ring, Mgr.

# WANTED

## An Agency to Act as Banker to An Advertiser

*A going concern manufacturing a specialty used by both sexes at all ages, and in even demand twelve months of the year, needs a little advertising. It lacks ready capital for that, and wants to connect with an agency in a position to extend one year's credit.*

The article is generally recognized as the most meritorious in its field. It has several exclusive advertising features; one, particularly, that is vital to a product of this kind.

Equipment and organization are unsurpassed by the larger competitors. The managing personnel is experienced and has had past successes.

The distribution in the territory covered is equal to the best and is for advertising purposes as 100 per cent.

It has the good will of dealers generally, and the preference of a great many. The profit to both manufacturer and dealer is satis-

factory. It is more economical to the public than competitive items.

The cash capital already invested is many times greater than the amount of advertising credit required.

It is a closed corporation and there is not a cent owed, and none would be while there was an indebtedness for advertising.

The reasons for wishing to make such a connection are that with advertising the business can go ahead faster than is possible on its own unstimulated momentum; and because of the condition of the money market at the present time.

\$30,000 to \$35,000 worth of advertising a year for two years should put the business in a position to pay for advertising as it is contracted. There is to be no splurging; we are not ripe for \$5,000 pages.

Gradual repayment may be expected to begin towards the end of the first year.

*The proprietors of the article to be advertised are accustomed to advertising expenditures, and there is no reason why this account cannot within a few years be run up to a quarter of a million annually. It is an account that will do credit to any agency.*

*We invite investigation from those in earnest, and promise to treat all communications confidentially.*

**Address "S. T.", Box 116  
care of Printers' Ink**

which began coming in on every mail convinced the manufacturer that no more advertising of this kind was necessary, that he would have plenty of products to choose from. The copy which produced this deluge of replies was run in half page space. It was as follows:

#### WANTED

##### SOMETHING TO SELL

This organization, with a factory on the Pacific Coast, a hundred live salesmen in principal cities of New England, the middle-west and as far south as the the Mason and Dixon line, and a well-advertised name, is hampered by war conditions.

Sales of its product will of necessity be light until peace comes.

But the selling organization must be held together, for therein lies the strength of the business.

So we are looking for a specialty such as a high grade salesman can sell with profit. It must be in keeping with an organization which has always sold on quality to business men of the highest standing, an organization which showed sales of over \$300,000 last year on one specialty.

We have in mind some article or device which can be retailed at upwards of \$50. Nothing cheap or second rate could be considered.

This is an unusual chance for someone with a worth-while article to get it on the market quickly and economically—to benefit by a sales organization it has taken years to build.

Perhaps we could manufacture this specialty, for we have a large, well-organized factory, but the selling end is our chief concern.

We want something to hold our sales force together and keep our men satisfied.

There is no reason why the arrangement should be limited to the period of the war. The right article could become a permanent part of our line.

If you have a specialty which will meet this need, let us hear from you. Your letter will be treated confidentially, of course.

Within a week from the time the copy appeared in PRINTERS' INK, nineteen replies had been received, and the most surprising thing about them was their high quality. The usual number of answers from simply inquisitive people were conspicuous by their absence. So were replies which carried suspicion of questionable honesty on the part of the writer. With only a few exceptions the products offered were in keeping

## How Catalog Users Save Money



### "Feathercoat"

*A Featherweight Enamel Book Paper, perfect for black and white or colors.*

Catalog users can have all the advantages of beautiful pages, in black and white, or colors and yet keep expenses down, by using "Feathercoat," a *super-light enamel book paper for color work.*

"Feathercoat" is made in the basis weight 25x38—46 lbs. It is the most economical high-grade paper made because its initial cost is moderate and its lightness saves mailing expense. It makes bright, distinctive catalogs, for it takes four-color process printing perfectly.

Send us one of your catalogs and we will show you how to increase its size and decrease its cost. Or write for samples.

**Birmingham & Prosser  
Company**

CHICAGO KALAMAZOO  
NEW YORK



with the requirements of the advertisement, and two-thirds of them have, in the judgment of the trained business men who went over them, excellent possibilities from a merchandising standpoint.

Here are some of the things offered, without any attempt to enlarge upon the special points which in the eyes of their owners make them outstanding from others in their field, for to go too far into details might lead to exposing their identity, which would not be in keeping with good faith: An incubator, a cash register, a device for making butter without churning, baby carriages, go-carts, a concrete mixer, a boiler compound, cleaning powder, ink, a new method of promoting the sale of thrift stamps, a course of instruction in letter writing, a storage battery, a printing press and three or four good automobile accessories.

A number of those who replied lost their chance of consideration because they failed to put faith in the honesty of the advertiser. In their answers they told the advertiser that if he would write to so-and-so at such-and-such an address he would hear of exactly the thing he was looking for. No doubt many of these replies had something to back their claims. In fact this proved true in a few cases of the kind to whom the advertiser wrote, but when one is going over a great stack of letters the writer who replies in a guarded way, using only generalities is at a disadvantage compared with the man who says right out what he has to offer.

The old brigade of hand-picked, corn-fed salesmen are enthusiastic for the new line which was chosen. They say they can put it across. They have "stuck" almost to a man despite the fact that sales and commissions have been few and far between. The reason is that this manufacturer has dealt fairly with them—no camouflage to hide the fact that the situation was bad, no baseless promises that it would

improve. The manufacturer simply said to friend salesman: "We're both badly hit, but if we stick together we can get along better than either can alone. It won't last forever, and when things pick up you'll make more money than you ever did before. In the meantime we're going to do all we can to help you make a living. If you can't sell the regular line we're going to find you something you can sell. It's a bad bump all right, but if we stick together we'll both come through."

And the reason they've "stuck" is the same reason why it is so necessary to hold them—they're real, honest-to-goodness, hand-picked, corn-fed salesmen!

Yes, advertising can find the just right new line for a concern that wants one, as well as it can dispose of the goods after the line is found.

### Business Letters Can Help the Allied Cause

Business mail to correspondents in foreign countries may be made an effective war-time medium of publicity, says Secretary Redfield, of the Department of Commerce, at Washington. If letters going abroad contain a strong note of confidence in measures that are being undertaken to bring the war to a successful conclusion, they will impart that confidence to others.

"Let the American business man," said Secretary Redfield, "make known to the whole world that he is for this war and that he is going to see it through, regardless of inconvenience, loss of trade, loss of money, or anything else. Every manufacturer ought to be fearless in expressing his sentiments, even though he may be writing to a concern whose sympathies he may suspect are not wholly with us. Don't give a foreign concern the idea that you are apologizing for your Government's restrictions or that you are chafing under them. Spread the impression, the absolutely correct impression, that over here we are backing this war unqualifiedly."

### New Advertising Company in Detroit

H. C. Bradfield, who recently resigned as sales manager of the King Motor Car Company, has organized the Bradfield Company in Detroit, to handle advertising and sales exploitation work. F. A. Vollbrecht is president of the company.

PRINTERS' INK



# ROYAL

## COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY  
PHILADELPHIA



**TWO** complete engraving  
plants-fully equipped for  
intelligent service and the  
finest production of color  
plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY  
PHILADELPHIA NEW YORK



## HOUSE ORGANS

**T**HE David Gibson Company has built up the most highly trained organization in the world for the exclusive production of House Organs. It is producing House Organs, complete, for more than 25 of the largest and best concerns in the country.

Write for a copy of "Reducing the Selling Cost" which explains the Gibson House Organ plan in detail.

THE DAVID GIBSON COMPANY  
812 Huron Road • Cleveland, Ohio



**DIPPY**

AND

**AITKIN**

*Advertising*

*A compact, efficient organization rendering an intelligent personal service*

HEED BLDG., 1215 FILBERT ST.  
PHILADELPHIA

## How the Business Press Can Help Win the War

Some of the Valuable Suggestions Made at the Editorial Conference on Friday of Last Week—Need of Furnishing Readers of Papers More Intensive Service Emphasized.

**"H**OW We Can Help to Win the War" was the subject of discussion at the luncheon of the Editorial Conference of the New York Business Publishers' Association held at the Automobile Club on March 29. It was apparent from the addresses delivered on this occasion that the editors felt that there was something else for them to do besides running advertisements to help sell Liberty loan bonds and secure men to build ships and to construct airplanes.

David Beecroft, of the Class Journal Company, named a number of different things the business press could do to help defeat Germany. "We can serve our country and the manufacturers by preparing articles that will tell how women can be employed in the industries," said he. "The heads of great concerns want to know how to go about it, and how to train women to operate machines, how to become inspectors and fill other responsible positions, and it is our duty to help them. Then, too, we can be of material assistance in aiding the manufactories in rooting out the spies in their organizations by acting as a clearing-house of information. Spies are to be found everywhere, and the sooner we find them out and get rid of them the better it will be for American industry.

"There is a serious lack of production in many lines of work. This is often due to lack of management or failure to take advantage of opportunities. In some industries double shifts of employees could be worked instead of only one, as at present. It

seems to me that we ought to awaken such manufacturers to their responsibilities by publishing strong informative articles on the subject."

Other suggestions made by Mr. Beecroft were the preparation of articles showing how to reduce overhead expenses, discussing the problem of Government inspectors and furnishing statistics that manufacturers want regarding business conditions. The business press, he argued, should, in short, give a more intensified service to their readers.

#### SUGGESTS POOLING OF BUSINESS PAPERS' EFFORTS

R. W. Allen, of *Nugent's, The Garment Weekly*, was of the opinion that the suggestions made at the several conferences should be crystallized and made available for the use of the 600 or more business papers throughout the country. A syndicate editor and two assistants should be appointed whose business should be to put the matter into suitable shape, and work out plans for still further increasing the influence of the publication along service lines.

"We have no selfish axes to grind," continued Mr. Allen. "We only want to be helpful to those who have a right to look to us for inspiration as well as information."

W. H. Ukers, editor of the *Tea and Coffee Journal*, said that it was imperatively necessary for the business press to take measures to combat the insidious trade propaganda which Germany is carrying on in America and elsewhere. Already, he asserted, arrangements are being made in Switzerland, Spain and Holland to establish German factories whose output will be labeled as coming from those countries instead of from the Empire, in order to avoid the trade opposition that goods labeled "made in Germany" are certain to encounter after the war. Mr. Ukers urged that a declaration of principles be prepared which should be made the creed of the business press during the period of the war.

## Count These Lines



How Long Did It Take?

## Now Count These



How Much Quicker?

The number is the same in the two cases. Arrangement makes the difference in time. There is the same relative difference in time-saving between a littered, disarranged desk and one equipped with one or more HORN "Instant" DESK FILES.



## HORN Instant DESK FILES

Keep the papers on all pending matters in compact, convenient form—Instantly accessible, indexed A to Z, 1 to 31, or with celluloid-covered removable index tabs for special classification. The pocket pages hold papers securely but without gripping.

No.	Pages	Size	Over-All	Index	Price
9	16	Letter	10 1/2 x 12	Changeable	\$2.00
7	28	Letter	10 1/2 x 12	A to Z	2.25
8	32	Letter	10 1/2 x 12	1 to 31	2.50
19	16	Legal	10 1/2 x 15 1/2	Changeable	3.00
17	28	Legal	10 1/2 x 15 1/2	A to Z	3.25
18	32	Legal	10 1/2 x 15 1/2	1 to 31	3.50

Many other styles, all sizes. In free catalog. Ask your dealer or send coupon.

W. C. Horn, Bro. & Co. (Est. 1846) 541-547 Pearl St., N.Y.C.

Please send me Desk File No. 7, 8, 9, 17, 18, 19 (cross out any not wanted), with the understanding that it may be returned within 10 days if not satisfactory. I enclose \$.....

PI 4A

Name \_\_\_\_\_

Address \_\_\_\_\_

## Strong Campaign to Change a Luxury into a Staple

(Continued from page 8)

The company co-operates with the dealer in selling his prospects. If the dealer will send in a list of names of people who likely would be interested in its mattresses, the company sends to each person a letter mentioning the merchant's name and containing some good selling talk for the mattress. In addition to the letter is sent an attractive little box containing generous samples of each kind of hair used in making mattresses, and a dozen or two samples of mattress covers.

The box also contains a lot of readable advertising matter.

This box of samples and advertising material is put up in an unusually complete and attractive way. It costs around forty cents, including postage. It is so interesting that any one will look at it regardless of his interest in mattresses.

In the advertising sent direct to the consumer in this way the responsibility of the house of Wilson is emphasized.

### WHY PRICE IS NOT FIXED

Here is another important point of the "Restgood" advertising campaign which was decided upon only after the most careful thought:

None of the advertising matter to consumers mentions a price. The matter of retail price is left in every instance to the retailer.

Manager Blocksom explains this as follows:

"By not attempting to dictate to the retailer what he shall charge for our products we think we are protecting his profits as well as our own. It might be practical in normal times to set a fixed retail price on the mattresses, and, of course, there is an undoubted advertising advantage in so doing.

"It is most emphatically to our

interest to have our customers satisfied with their profits. Hence, we must make sure that nothing is going to be done to endanger the retailer's returns.

"When an article is widely advertised at a certain fixed retail price somebody has got to suffer when increased cost of labor and raw material makes the production cost higher. It is easy in such an instance to make the retailer hold the sack. The manufacturer can keep edging up a little on the retailer's profit through charging the retailer enough more to cover or partly cover the larger production cost. The jobber can do the same. But the retailer has to contend with an entirely different problem. A fixed price, fixed either by custom or by design, puts a real problem up to the retailer when it comes to getting back his increased cost together with a profit on the same.

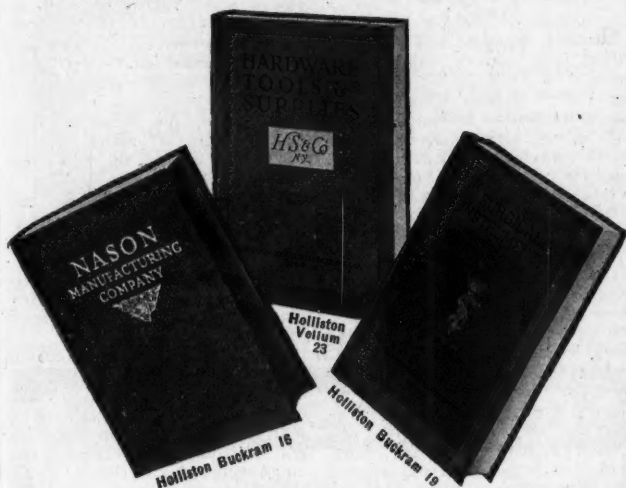
"The thing can work the other way, too. If we put out a mattress at a certain fixed retail price, we have to co-operate with the retailer in order that that price may be kept. This means that we ourselves would have to stand a part of the loss of profit occasioned by steadily mounting production costs. But as it is, with no retail price made we can charge for our mattresses in proportion to the cost of producing them. The retailer can make his prices accordingly, and thus the matter of profit will be disposed of all the way around. And then some retailers, on account of geographical or other conditions, are entitled to charge more than others.

"Our prices are low enough to enable the retailer to make satisfactory profit and still keep hair mattresses out of the luxury class. This is what we started out to do, and is what we are going to insist upon keeping up.

"We keep a close check-up on our dealers with a view of discouraging any fancy profits. We do not propose to have our name and our superior product capitalized upon to the extent of af-

# Individuality

for these "Silent" Salesmen



*"Bound to Wear" in  
Holliston Catalog Bindings*

**The Cloth and Buckram Covers Selected  
for the Best Built Booklets  
and Catalogs**

Put your book in this class.

Samples on request.



## **The Holliston Mills**

Norwood, Massachusetts

New York Office, 2 West Thirteenth Street

Cuts from Recent Series in Printers' Ink — "What They Say About  
Their Stillson Catalog"

Courtesy of the Stillson Company

fording anybody unfair returns. If a dealer cannot deal justly with his customers in accordance with the Wilson standard he is not going to be allowed the privilege of selling our products."

The twenty-six salesmen sent out by Mr. Blocksom are boosting the mattress proposition in a highly organized way.

#### MAKING ALL THE COUNTRY "REST-GOOD"

Hanging on the wall of the curled hair factory sales office there is a 10x16½-foot map of the United States. Each salesman's territory is marked off with a red string. Every town worth visiting is indicated on the map by means of a black tack. When a salesman has sold a man in a town the black tack on the map is exchanged for a red one.

There is the record every day in red and black. Of course the salesman wants his territory to show up in red, as it is prominently displayed all the while. In cases where a merchant is given the exclusive agency for "Rest-good" mattresses in a town, the town is indicated on the map by means of a green tack.

Each day the salesman must send in a report to headquarters. The report has a place for the name and address of the customer called upon and the number of mattresses, box-springs and pillows sold him. If no sale is made or if the salesman does not succeed in interesting the retailer, the reasons must be indicated under the head of "Remarks."

Through a careful study of these daily reports the reasons for not buying have been classified under eighteen general divisions. To fit each of these divisions a form letter has been written.

Immediately upon receipt of the salesman's report a form letter designed to answer the retailer's objections is sent to him. Then in a few days the salesman has the privilege of retracing his route and making another effort to replace the black tacks on the map with red ones.

This follow-up system has shown some good results. The letters, clinching the arguments previously given by the salesman, have made many direct sales, or, when the salesman has returned, he gets the cumulative advertising benefit of his previous visit and the letter.

A study of the big map with its red, black and green tacks gives some instructive and interesting light on the efforts made to convince the ordinary everyday citizen that a hair mattress is a staple rather than a luxury.

In Texas, the home of King Cotton, there are many trails of red showing that the hair mattress idea "went over."

Long trails of red can be seen through the poorer sections of such states as Florida and Kentucky.

From El Paso up through the arid country clear into California may be seen continuous trails of successes.

Wilson & Company point to this map as incontrovertible evidence that the hair mattress idea is taking with the people—taking with the young bride with her \$22 shoes and her instalment diamond ring; taking with people who heretofore have regarded a curled-hair mattress as something so far beyond them as to be foolish even to think about.

The company says it is going to make the hair mattress a staple in this country—make it as common as the one made of felt. Once get the luxury idea out of people's minds, it is argued, back this up with quality goods at an always fair price, and the thing is done.

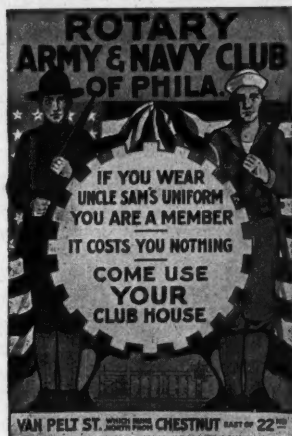
#### Guaranty Securities Changes Name

After April 15 the name of the Guaranty Securities Corporation, New York, will be changed to the Continental Guaranty Corporation.

#### Joins Class Journal Company

J. Howard Pile, editor of *Tractor and Trailer*, New York, has joined the editorial force of the *Class Journal Company* of the same city.

# THE U. S. GOVERNMENT

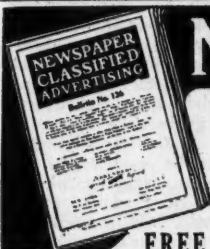


has utilized the value of **P O S T E R S** in its various drives, with great success.

The message of a strong, bold, attractive poster can be grasped at a glance and understood by people of all nationalities. Why not have us make you one?

**GATCHEL & MANNING**

*Photo - Engravers*  
in one or more colors  
**PHILADELPHIA**



## Need Help?

Need men? Need money? Need salesmen? Need agents? Want to buy or sell property or service? Use Newspaper Classified Advertising in a national way. It is most economical and efficient—you get immediate response from many who *want* just what you have.

**FREE**

### Bulletin No. 136 Lists 1000 Newspapers

Compiled for use of Manufacturers, Merchants, Jobbers, Mail-order Houses, Importers, Exporters, Brokers, Real Estate Men, Land and Ranch Owners, Financial Institutions, Banks, and all business men who want *quick action*. Papers listed in suitable combinations to fit any amount you want to spend. Groups arranged according to population; others grouped by location (sectional and State). All lists included because of their pulling power based on records of results.

#### OUR SERVICE

saves you time, trouble and expense. One copy of your ad is sufficient—we print the others. For full particulars about Newspaper Classified, ask any Recognized Advertising Agency or write direct to us today for Bulletin 136-P.

**NEW YORK**  
702 World Building  
Tel. Beekman 2252

**ARKENBERG**  
*Special Agency*  
PUBLISHERS' REPRESENTATIVES

**CHICAGO**  
1120 Lytton Building  
Tel. Harrison 5508

Newspaper Classified Headquarters



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, APRIL 4, 1918

**"Ethics" that Won't Let the Light In** In his annual address, a short time ago, Secretary W. J. Woodruff, of the American Drug Manufacturers' Association, complained bitterly of the injustice that this body is laboring under. Here is a big, important industry about which the public knows scarcely nothing. Yet its work at some time or other affects the welfare of practically every living person.

The organization, as its name implies, is composed of manufacturing pharmacists. In the main these are the so-called ethical houses that make the preparations which physicians prescribe. The making of drugs is really an important factor in the science of medicine. Much of the therapeutic progress which has been made in the last generation is due to the energy and the patience of the drug manufacturer in bringing

out new remedial agents. The success of the doctor is in great measure dependent on the efficiency of these drugs.

The public, however, does not understand this. It is inclined to give all the credit to the doctor. Those persons who do know of the existence of these houses often confuse them with the makers of patent medicines. This lack of popular appreciation has penalized these drug manufacturers in a number of other ways. It has subjected them to unfair legislation and to the misguided attacks of reformers. It is a constant handicap to their development.

Of course, the cure for the troubles of the ethical drug makers is obvious. All they have to do is to take their light from under the bushel, and let it shine before the world. Let them tell the public of the high standards and splendid ideals of their industry and of the service which it is rendering. Repeated doses of publicity of this nature will quickly win the favor of the people.

It is easier, however, to recommend the cure than it is to effect it. The physician with his threatening "Ethics Forbids" sign blocks the way. Yet Secretary Woodruff strongly advised that an advertising campaign be undertaken. He suggested that the advertising should not be commercial, but rather that it portray an "ideal of service." "The bedside experience," he said, "of the great rank and file of physicians" would make fetching human-interest material.

There is no valid reason why the medical profession should object to the judicious advertising of ethical drugs. Everyone appreciates the necessity for a high code of ethics in the professions, but there is such a thing as ethics going to seed. Ethics should not be allowed to paralyze an honorable industry that is more or less dependent on professional endorsement.

The advertising of drugs would not introduce an element of sordid selling into the business, as doctors claim. Selling is already in the industry as it is necessarily



in every business and in every profession. Advertising does not cheaply commercialize a service. Rather does it dignify it and give it standing.

Advertising would cast light into the dark places of the drug business. The light of publicity doesn't hurt any industry. On the contrary, it helps it, as the packers and a number of other advertisers, who once opposed it, will attest. Advertising is a prophylactic. It prevents mould, rust, decay and old-fogysm. Surely doctors cannot consistently oppose prophylaxis.

**Keeping Trade** Not many years ago there was an epidemic of pseudo advertising. **Sold When There is Noth-** ing to Sell that for a time made the retailer suspicious of nearly all advertising. These fellows sprung an advertising gun on the dealer to hold him up for an order. But after the order had been obtained the gun did not go off. The advertising never got beyond the proof stage.

In some cases a few advertisements were actually run, and then the rest of the promised campaign was cancelled. Just enough advertising was done to stock the retailer and to provide something to shout about.

Of course such advertising antics created no demand and certainly did not move the goods. Ever since, the retailer has been leary of promises. As a rule, he doesn't get excited about a proposition until it is backed up by performance.

We wonder if there isn't something in the current situation that is analogous to this. How much confidence is the retailer going to have in the manufacturer who has forsaken him in the present emergency? Concerns that have been carefully cultivating the trade for years have allowed themselves to get almost entirely out of touch with it during the last few months. They find it impossible to deliver their goods in anything like normal quantities. Their salesmen are calling but seldom, if at all.

Their advertising, both to the consumer and to the trade, has been stopped. Can the retailer be blamed if he has practically forgotten their existence?

In other instances the merchandise is still going to the dealers pretty regularly, but they are no longer given any help in selling it. These manufacturers feel that the goods will sell without help. In a measure this may be true, but what of those promises made to the dealer when he first stocked the goods? He was told that the product would be steadily advertised. He may have put in the article and thrown out something else because of that promise. He may or he may not regard the cessation of the advertising now as a violation of a pledge, but he is going to wonder if, after all, the manufacturer himself is really sold on advertising. There is going to be a loss of faith here, from which much damage may result.

A few weeks ago George H. Charls, vice-president of the American Rolling Mill Company, in a speech which was published in *PRINTERS' INK* at the time, made a significant statement in this connection. He said that although his company had been greatly oversold for more than two years, it kept up its advertising. His reason for doing this is that the organization "was under obligations to its distributors to continue the advertising campaign." "It was recognized," he said, "that if the distributor needed the advertising, the company needed it much more, because if the distributor lost his prestige the company would suffer in like manner, with the additional possibility of losing the distributor at the same time."

But what of the manufacturer who has nothing to sell or who finds it necessary to hold back the sale of his product? Should he advertise? The answer is that he should let the dealer and the consumer know what the conditions are. If he is unable to serve his trade, there is no reason why he should hide his face from it. Don't give buyers the impression

that you cultivate them only when you have a means of getting their money. In the past people were told why they should buy your goods. They have a right to be informed why they cannot buy them now. Advertising created a demand for your goods. Let advertising now tell why that demand cannot be supplied. Robert H. Ingersoll & Brother, the American Sugar Refining Company and other advertisers have had the courage to do this. When the war is over it is going to be much easier for them to get back all their old trade than it is for the manufacturer who let the public gain the impression that he had gone out of business.

### **When to Woo the Public**

Probably most readers of PRINTERS' INK have been watching the recent advertising of Swift & Company, Chicago packers, which has been appearing in an endeavor to counteract the ill will created by newspapers reports of Francis J. Heney's investigation of the meat industry. The copy has been interesting, and has presented some novel statistics, tending to show how small is the packer's profit, after all, and how useful he is to the consumer. Undoubtedly it has done some good in modifying the public's angry impression that the packers have been "holding them up." And probably the big institutional campaign with which we understand that this first "drive" of argument is to be followed, will be even more useful.

Laying aside for the moment all question as to whether the packers are guilty or not of the practices Mr. Heney charges them with, PRINTERS' INK would like to point out how much more valuable such an advertising campaign would have been *before* the packers came under fire than after. It is ten times harder to break down a prejudice and create in its place a friendship than it is to build friendly feeling in the minds of those who begin by being "benevolently neutral." One of the first

pieces of copy in Swift & Company's present campaign stated that "the company had been considering for some time an educational advertising campaign. The need for this publicity has been apparent to us for several years. The gross misrepresentation to which we have recently been subjected has convinced us that we should no longer delay in putting before the public the basic facts of our business." A more correct statement would be, in our opinion, "... convinced us that we have delayed far too long." Undoubtedly Swift & Company could have achieved the same results they now seek, with thousands of dollars less, had they begun in time.

PRINTERS' INK does not for an instant recommend that any corporation which has actually been guilty of acts prejudicial to the public welfare, should seek to hide its obloquy behind a screen of advertising. Such an attempt would certainly defeat itself, for it is facts, and facts only, which in such a time can appease public wrath; and when the facts are lacking, the protestations of innocence are worse than useless. If the facts are in its favor, however, any big corporation which serves the public broadly and is dependent upon the general good will for its profits, is pursuing an ostrich-like course of folly if it waits for the storm of public anger to break upon its head before it begins to think about an umbrella. And as we all know, such a storm is as likely to break upon the most innocent and "whitest" public service corporation, or great manufacturer, as it is upon the most depraved.

### **Death of George Walt Fleming**

George Walt Fleming, advertising manager and sales counsellor of the Kaynee Company, Cleveland, died at his home on March 22, aged 55 years.

### **"Farmer's Magazine" Is a Semi-Monthly**

*Farmer's Magazine*, Toronto, is now being published semi-monthly instead of monthly, as formerly.



# THE TROW PRESS

SINCE 1832

**W**HEN New York had a population of 202,000; when the first car on the New York & Harlem Railroad ran from Prince to 14th Street; when the audience at the first opera house listened to the opening performance "La Gaza Ladra"; when "the houses on Lafayette Place, Bond Street and Bleecker Street vied for beauty with European palaces"; when ferry fare was reduced from 12½ cents to 6¼ cents; and when Brooklyn was "nearly a mile square"; in the year 1832, when the nation, its great men and institutions were still young, John Fowler Trow founded The Trow Press.

You may not be interested in the fact that The Trow Press has been in existence eighty-six years, nor in the history we might give of its progress during that period. You may not care to know the character, diversity and size of its equipment to-day; the number and kind of presses it has; how large its battery of type-setting machines, how many carloads of paper its pressrooms use in a day; nor any other statistics of its facilities or organization.

These facts and figures, however, have a distinct application to your business, and this application is that it pays to be served by an institution that has had an experience of almost a century in the printing business.

If The Trow Press had not fulfilled its mission it would not have had a continuous existence and growth from its small beginning to its present status.

Two large factories, one in New York the other in Brooklyn, insure on time deliveries.

Write or call us on your next large edition—the larger the better. Some of America's largest publications and catalogs come from the plants of The Trow Press.

## THE TROW PRESS

NEW YORK CITY

TELEPHONE: STUYVESANT 4410

201-213 E. 12TH STREET

# WARNING ! Drifters and Job Hunters Keep Off

## COPY MAN Here's Your Chance!

If you can show you have created some real copy, have had general agency experience in the preparation of newspaper, magazine and trade paper advertising, and feel capable of producing real common sense selling arguments [for a number of well known products, this is your OPPORTUNITY. Don't be afraid to tell your story, in confidence, of course. Address "General," "J. B.," Box 119, care Printers' Ink.

# WARNING ! Drifters and Job Hunters Keep Off

## VENUS PENCILS

are just what you'd expect *perfect* pencils to be.

VENUS Pencils are *perfectly* even, non-smudging, smooth, non-crumbling, true to grade, and adapted for your every purpose.

With and without eraser tips  
10c each      \$1.00 per dozen

\$11 per gross—  
17 black degrees  
6B softest to 9H hardest  
also hard and medium copying



**FREE!** Five short length trial samples and sample of VENUS Eraser sent free on request. Please enclose 6c to cover postage and packing.

American Lead Pencil Co.  
205 Fifth Ave., N. Y.



## Copy That Is and Isn't

(Continued from page 120)

is done, except advertising, revision is quite as much a matter of training as creation.

Chester Lord, who was thirty-five years managing editor of the *Sun*, said the other day that he had known only three or four good copy-readers in his experience.

"To change another man's writing," said he, "and do it constructively, a man must put himself into the writer's attitude of mind—snapping out a word here or touching up a phrase there. Merely to make it conform to your own ideas isn't editing. You must keep the best and cut only the deadwood!"

Of course every man is his own favorite author, and it takes a pretty broad-gauged citizen to see that another viewpoint or style may be quite as good as his own. But there happens to be a sound reason for permitting the best to remain in advertising copy.

That reason is that the trained writer knows how his writing will sound to the man who reads, cold. Training shows a man what values are transmitted to other people.

There's just one more point I want to make about advertising writing. That is that to-day it has to do more than it ever had to do before. Take two instances:

First, here's a concern which has half its salesmen going into Government service. This concern must continue to sell its output just the same. It's got to discover, perhaps for the first time, that there is a more important use of trade-paper space than gloating about its consumer advertising. It's got to sell its readers harder than ever by advertising. More than that, it's got to send the consumers into its dealers' stores with the name of its product on their lips.

Or take the concern which must continue to advertise but has nothing for sale. It's working

for the Government; its commercial output is oversold. But it isn't willing to let the public forget its name because after the war it wants to come back stronger than ever. To-day, for such a concern, advertising is insurance.

These are just two of the delicate problems that open a greater opportunity to advertising writing to-day. They serve to emphasize that copy is still the most important thing in advertising. It's the only thing the public sees before it buys. Take the best trade investigation ever made. Take the best dealer helps and the most carefully drilled lot of salesmen on earth, set the stage to perfection and then tell the consumer a dreary, commonplace story and what does he get out of it? A dreary, commonplace story. That's all he sees! You can't go to him and say, "Yes, but you ought to see how skillfully we've figured out our discounts." What does he care? He's off buying that other product whose copy got under his skin.

Usually the idea that really persists through a successful advertising campaign comes from the advertiser. He demonstrates his product in the wisest way—he lets fall a remark that crystallizes his faith in his business. Most of this time spent interviewing the dealer could be more profitably employed interviewing the manufacturer. It isn't as showy, but it shows in the results. Interviewing dealers is often much like listening to a group of salesmen. You blush for shame at the weariness of your business—at your hardness of heart—at the futility of your product, and the fatuity of your policies. You are bowed in awe for that astute man, your competitor. If you try to follow the dealer, if you are too much influenced by the salesmen, you become like Kipling's Tomlinson, unfit for heaven or hell. The vigor, vitality, personality, goes out, and in trying to please everybody you please nobody—not even yourself: the owner.

## Sunburst Cover Stock

AT YOUR PRICE

55 Reams, 20x25

Single Ply—500  
White

This paper is in perfect condition and ready for immediate shipment

**Best Offer by Ap'l 15  
Gets it**

*Sample upon request*

**CROUSE-HINDS Co.**

*Manufacturer Electrical Appliances*



SYRACUSE, N. Y.



## Two Good Positions Open Right Now!

Eight stars are on our service flag. Two of the positions made vacant must be filled P. D. Q. We want first

### A Commercial Artist

who can plan and finish advertising designs, catalogue and booklet covers, retouch photographs and similar work.

### A Copy Writer

who can tell an interesting story to readers of farm papers and make the story *ring true*.

If you believe you can fill either position, write us giving reasons. Don't send samples until we ask for them.

**Special Service Agency**

Box 119, care of Printers' Ink

# The Little Schoolmaster's Classroom

**D**URING the Middle Ages groups of philosophers spent their lives discussing such weighty questions as, "How many angels can stand on the point of a needle?" or "Why doesn't God kill the devil?" or "If a donkey were placed an equal distance between two hay stacks, would he ever move?"

In business we have had discussions that always seemed to be quite as profitless as those that engaged the attention of the Schoolmen of long ago. There are many business questions of great scholastic interest, but which appear to have little practical value. Purely as an exercise in mental gymnastics, dilating on these theoretical propositions had its pleasures, but as a means of placating the landlord or of meeting the overdraft at the bank, the debate was altogether impotent.

One question of this kind that has been tossed about for years is whether advertising is a business or a profession. There has always been a mild academic interest in it, but that is all. The real advertising man didn't give a hang what he was called as long as he was able to produce results. The practical steel-eyed gentlemen, with the firm mouths and hard hearts, who guarded the appropriation didn't care whether their advertising counsel was a business man, a professional man or an ex-plumber if he brought home the bacon.

\* \* \*

But you can't tell what is going to turn up in this uncertain old world. All of a sudden a question that has been solely scholastic may assume a practical aspect that is truly startling. That is exactly what has happened in regard to this old issue as to what advertising is. It has been practically decided that it is a profession. At least this is true as far as the agencies are concerned.

And now that it is decided, what difference does it make, you ask? It makes a difference of several thousand dollars a year. In the case of an agency cleaning up a hundred thousand dollars annually, being a professional man instead of a business man, may add the tidy sum of \$23,000 to the net gate receipts.

How do you explain that? It is very simple. Under the provisions of the War Excess Profits Tax, advertising agencies made their returns under section 209 of the Revenue bill. This provides for a "tax equivalent to eight per centum of the net income of those trades and professions whose profits are earned by rendering personal service." Of course this quite clearly includes advertising agencies who make their money not by selling a commodity but rather by selling a service. They have nothing to sell but brains, skill and experience. This puts the agency men in the same class with doctors, lawyers, architects and clergymen and for all practical purposes groups them with the professions.

It is estimated that the tax of business men generally will average about 31 per cent of their profits. So it pays well, exactly 23 per cent, to be a professional man instead of a business man. The Schoolmaster never cared what he was called as long as he was called when the pay envelopes were being distributed. However, he has decided that from now on he wants to be known as a professional man.

\* \* \*

The other day the Schoolmaster had an appointment with the editor of a popular national magazine. He arrived ahead of time and sat waiting in the reception hall adjoining the editor's sanctum. He was not purposely listening, but could not help hearing the conversation that drifted over



## If Peace Came Tomorrow

would you be ready to take immediate advantage of the demands of foreign countries? Now is the time to prepare catalogues and descriptive booklets in the languages of the countries where you are going to sell your product.

Do you know where to turn for such work?

THE UNIVERSITY PRESS of Cambridge, Mass., is fully equipped with a foreign language department, in charge of an expert, which can write, translate, prepare, set and print anything in foreign languages. A request for information will bring it immediately.

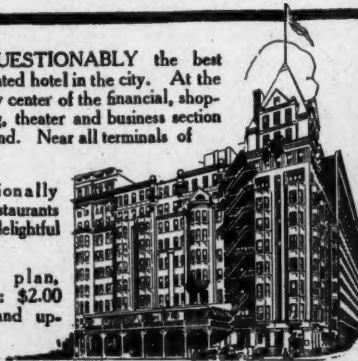
**The University Press**  
Cambridge, Mass.

## *The Hollenden Cleveland*

UNQUESTIONABLY the best located hotel in the city. At the very center of the financial, shopping, theater and business section of Cleveland. Near all terminals of travel.

Four nationally known restaurants and 800 delightful rooms.

European plan, with bath: \$2.00 per day and upwards.





## CLASS

For class, trade and technical advertisers. Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a year.  
608 SOUTH DEARBORN ST., CHICAGO  
Sample Copy On Request

## AMERICAN MOTORIST

LARGEST CIRCULATION  
IN MOTORING FIELD

With quantity plus quality advertisers set in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 82,000—98% paid-in-advance subscription—100% mail subscription—no newstand sales—no subscription solicitors—non-returnable. \$500 increase in mail subscription for last six months.

MAIN OFFICE:  
RIGGS BLDG., WASHINGTON, D. C.  
Member Audit Bureau of Circulations


Send for the book that's invaluable  
\$1.00 for advertising men, buyers of  
printing, master printers and  
composers,

### "How To Make Type Talk"

By BARNARD J. LEWIS

A convincingly simple presentation of the fundamentals of typography. Endorsed by leading authorities. Money refunded if you are not satisfied with it.

The Stetson Press 195 Fort Hill Sq.  
BOSTON



**EDEXCO MAP PINS**  
Glass Head  
Color Will Not Peel or Scratch Off  
Solid glass heads. Steel points. Stay where you put them. 2 sizes—10 colors. Color runs all the way through.

**Maps For Sales Plans**  
Entire U. S. or separate states. Convenient sizes.

**Plotting Papers for Charts**  
To show sales, costs, profits and other vital statistics.  
Send 20c, stamps or coin for Big Sample Package containing:  
Map Pins and other Map marking devices, sample EDEXCO Map Mount, Charting Papers, Curve Cards, and our booklet for Executives, "Graphic Presentation of Facts".

Our map pins—exact size  
Booklet alone sent free if desired.

**EDUCATIONAL EXHIBITION CO.**  
428 Custom House St., Providence, R. I.

the top of the rather low partition.

The editor was talking with some woman writer who had submitted a story which the editor was declining. She had evidently insisted on knowing what was the matter with her story. She was sure it was an interesting story, far more interesting than some of the stories the editor had printed recently.

"Well," asked the editor, "do you really want me to tell you what is the matter with your story? Are you thick-skinned enough to know the real truth—for it is not a simple little fault, it is something that damns the whole thing—kills it dead?"

The woman said she wanted to know the worst.

\* \* \*

"All right, I'll tell you," he replied, and as nearly as the Schoolmaster can remember, this was his diagnosis: "The idea is good—very good. The story is long, nearly 30,000 words, but none too long for the idea. Every page is interesting, and I got several thrills. But when I got all through reading it I didn't believe a word of it. It was not convincing. You have taken a big situation and placed it in a small town and tried to keep it there, where you could run it all by yourself without it attracting the attention of the outside world. Whereas, if that situation should ever develop in any town, no matter how small, the Associated Press would get it and the next morning it would be on the front page of every paper in the country and the plot would broaden tremendously and your story wouldn't work out anything like you've made it.

"That's the big trouble with you writers that almost break over; your stuff is interesting, but it isn't convincing—it doesn't sell people. You don't follow human nature in its workings. Your characters are not true to type. They do the things you want them to do instead of what they would naturally do themselves; and you make them say all sorts of impos-

## The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process, Sole owners of U. S. Letters Patent on Aluminotype.

**New York Cincinnati Chicago**

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

## PRINTING THAT PAYS—

STYLE-EFFECTS  
COLOUR-SCHEMES



CAREFUL PRESS-WORK  
PERSONAL SUPERVISION

We furnish the above, through our up-to-date plant, specially adapted for:

MAGAZINES, HOUSE-ORGANS, CATALOGUES  
AND OTHER HIGH-GRADE PRINTING

[Prompt Deliveries and a "Service that Serves"]

THE WANDER PRESS, INC.

114-116 EAST THIRTEENTH STREET, at Fourth Avenue, NEW YORK CITY  
Telephone Stuyvesant 3314

EFFICIENCY

is linked with  
the use of

'COPISTIM'

COPYRIGHT, 1918, BY AD WRITERS' SUPPLY CO.

"Copisistim," the ideal layout sheet, is now supplied in two new sizes, 9 by 15½ and 7½ by 10. Take a form of these dimensions. Pad of 100 sheets, \$2 and \$1 prepaid. Ruled to agate lines and inches. Address: AD WRITERS' SUPPLY CO., 110 West 40th St., New York City.

To make your Catalog produce more sales TALK WITH Heegstra

H. Walton HEEGSTRA Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

**Electros for Advertisers**  
MARQUETTE BLDG CHICAGO GENERAL PLATE CO. 1800-1817 HULLMAN ST. TERRE HAUTE IND.

"GIBBONS Knows CANADA"

## J.M.CAMPBELL

Preparation of copy for *10*  
Advertisers. Compilation of data  
on which to base permanent  
advertising policies.

171 MADISON AVE., NEW YORK  
Telephone Murray Hill 4394

## Trademarks Headquarters

MASON, FENWICK &  
LAWRENCE

TRADEMARK LAWYERS

Washington New York Chicago

Established 1861 Booklet Gratis

Some of the largest advertising agents,  
lithographers and manufacturers  
use our expert service

## PRINTING

ADEQUATELY equipped to han-  
dle your PRINTING and BINDING  
in an effective style and with dispatch.  
Our ideal plant controls the situation.

Charles Francis Press  
461 Eighth Ave. New York City

## BINDING

## MARTINI

PRINTING CRAFTS BUILDING  
461 EIGHTH AVE., NEW YORK

HANGERS  
CAR CARDS  
24 SHEET POSTERS

**LEPAGE'S**  
**GLUE** HANDY  
TUBES

A HOUSEHOLD NECESSITY

sible things, whereas you ought to sit in front of your typewriter and just hold your hands back until you have studied out just what a particular character *would* say—how he or she would express your thoughts and ideas—before you write a word. Take Edna Ferber, for instance: she takes hours to write a few sentences of conversation sometimes because she wants the first words she makes her characters utter give an insight into their natures and temperaments. That is the sort of thing that makes characters seem real and makes what they do and say convincing."

That evening, as the Schoolmaster was looking through the advertising pages of one of the magazines he was rather surprised to see how the editor's remarks fit some advertisements—interesting but not convincing; characters not true to type; do the things the advertiser wants them to do, and say the things he wants them to say. The advertisers are trying to run their own little corner of the universe with characters and situations not true to life. Such advertisements could be so much more *convincing* if they were built more after Edna Ferber's method, and if the characters fitted their lines and actions, if the lines and actions can't be made to fit the characters—though often they can be made to, by a person who really understands human nature and will take the time to "hold his hands back" until he has studied out just how a given type of person would do or say what the message requires to be done or said.

### Business Papers Center Fire on Cleveland Field

The Business Paper Division of the Cleveland Advertising Club will observe "Business Paper Week" in the rooms of the club, April 29 to May 4. Various business papers will make displays giving graphic evidence of editorial influence among subscribers and showing examples of assistance that is rendered readers.

To attract increased attendance, there will be noonday luncheons in the ballroom of the Hotel Statler, addressed by well-known speakers in the business-paper field.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

### HELP WANTED

**NEW YORK CORRESPONDENT**  
We will pay \$10.00 for a page trade letter each month. **THE PICTURE AND ART TRADE**, 528 Monadnock Block, Chicago.

**YOUNG COLLEGE MAN** with advertising experience and ideas. To assist national advertising of a war necessity. Permanent position. Excellent opportunity for development. Box 948, care Printers' Ink.

### FREE LANCE COPY WRITER

For special service on building construction account. Must have established record of accomplishment on big accounts. Box 942, care Printers' Ink.

### WANTED

Young man, under 21, and Military Exempt, as assistant to Publishers' Representative of Magazines and Technical Publications. Good opportunity for advancement. Address Box 946 care of Printers' Ink.

### Capable Copy Writer Wanted for Agency

Forward samples of work; enclose postage for their return. State previous experience and the time you can be here if notified by wire. Right man can name his salary. Give full details in first letter. **Keeshen Advertising Co.**, Oklahoma City, Okla.

### COPY WRITER WANTED

There is an opening in the advertising department of a large eastern manufacturer of printing machinery for a copy writer who has a knowledge of type and printing, and who can express himself logically in plain, forceful and understandable English. His work will consist of writing trade journal ad, house organ, and direct by mail copy. Position will pay \$3,000 to start, and as much more as the man can prove he is worth. Box 939, care Printers' Ink.

**STENOGRAPHER-BOOKKEEPER**, with experience advertising agency work. Man or woman, to handle all office details. State experience and salary required. Box 949, Printers' Ink.

### SALESMAN

Take this opportunity to increase your income; \$750.00 yearly. No investment. No equipment. Box 953, care of Printers' Ink.

**CREDIT MAN.** Competent. Knowledge of retail drug trade and physicians of Greater New York, Philadelphia, Boston, Atlantic Coast States. Box 944, care of Printers' Ink.

### WANTED

**STENOGRAPHER**, male or female. Knowledge of bookkeeping and office routine, in office of Publishers' Representative. Address in own handwriting, giving particulars, Box 947, care of Printers' Ink.

### A-1 Advertising Salesman

Unusual opportunity for man capable of closing big contracts direct with National as well as local advertisers. Strictly straight commission—no advance until earned. Unlimited possibilities. Address **Salesmanager**, 3530 Hudson Ave., Cincinnati, Ohio.

## ADVERTISING SALESMAN

Here's a real opening for a real salesman of advertising. Can make a good income, \$1500 to \$4000 a year. Permanent position if successful. Selling advertising services to retailers on yearly contract basis. Liberal commissions and drawing account. Must be willing to travel all year round in middle West Business already established in territory. High character essential. Write full experience. Box 940, care Printers' Ink.

**POSITIONS OPEN FOR EXPERIENCED EDITORS ON EDITORIAL STAFF "WORLD OUTLOOK."** Address W. G. Parker, 150 Fifth Avenue, New York.

Technical Agency has opening for writer who has produced advertisements, booklets, catalogs, etc., of mechanical nature. Good opportunity for General Agency man with some knowledge of construction and mechanical subjects. State qualifications in first reply. P. O. Box 824, New York.

**ADVERTISING SALESMAN** to represent technical journals in New York City and New England on liberal commission with drawing account of \$75 a week and traveling expenses. State age, education, positions held and big accounts secured. Letters confidential. Registration free. **FERNALD'S EXCHANGE, Inc.**, Third National Bank Bldg., Springfield, Mass.

### ADVERTISING SOLICITOR WANTED

Automobile trade paper has opening in Eastern Territory for an advertising man, preferably one who has had experience along similar lines. Excellent opportunity for a man who can make good. State age, experience, nationality and salary expected. Replies will be treated confidentially. Address Box 941, care Printers' Ink.

**SALESMAN OF EXECUTIVE CAPACITY FOR REAL ESTATE DEVELOPMENT SYNDICATE. REAL ESTATE EXPERIENCE DESIRABLE. NATIVE ABILITY MORE IMPORTANT. COMMISSION BASIS. DRAWING ACCOUNT WHEN WORTH ESTABLISHED. ONE WHO CAN OR HAS HANDLED OTHER MEN. \$2500 WOULD BE A MODERATE YEAR IN OUR WORK. FIRST APPLICATION BY MAIL ONLY. C. C. Mullaly, 12 East 44th Street, New York City.**

### MISCELLANEOUS

#### FOR SALE

Advertising Business. Active accounts include several leading Industrial concerns Greater New York. Office equipment, copy data and good will. Joining the colors. Part cash, balance secured negotiable notes. Box 938, care Printers' Ink.

**Ph. Morton**  
OCEAN TO OCEAN  
CINCINNATI

#### ADDRESSING MACHINE

Belknap Rapid Addressing Machine, complete with electric motor and 400 stencil trays, can be had at a bargain price. Machine is in perfect condition. Cost \$150.00 when new. Apply to A. A. Vantine & Co., Inc., 68 Hunterspoint Ave., Long Island City, N. Y.

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

#### ADDRESSING MACHINE

For sale, latest model Elliott, motor driven, all attachments, practically new, cheap. 642 Woolworth Building, N. Y. Telephone Barclay 7448.

AGENCY—Will accept the agency for small Novelty Articles of any kind. Address, Harry H. Klein, 1133 Broadway, New York City.

## Wanted: A Business

that is thoroughly established and earning reasonable profits, must be a manufacturing proposition doing an annual business of \$100,000 or over. Advertiser represents principal of large interests, ready to do business on straightforward basis, has cash immediately available for right concern. Every reply to this advertisement will be treated absolutely confidential. Write Profitable, Box 943, care Printers' Ink.

### POSITIONS WANTED

#### ADVERTISING and SALES

Manager's Assistant. Experienced salesman of food products and specialties. Graduate advertising course. Capable copywriter and layout man. Publishing house and agency experience. Familiar with printing, engraving, etc. Executive ability and capacity for detail. American, age 35, happily married. Moderate salary to start. Box 950, care Printers' Ink.

## Machinery Advertising

Graduate mechanical engineer, married, age 28, draft class four.

Practical experience with agricultural, power and refrigeration machinery.

Five years sales and advertising, two years present position advertising manager large firm doing world-wide business.

An interview can be arranged if desired during the

**National Foreign Trade Council  
Convention, Cincinnati  
April 18, 19, 20**

Box 11, Stockyards Station, Cincinnati.

An Advertising Manager or Agency can get results by employing an energetic fellow whose symptoms of creative ability can be quickly developed in your business. Box 945, care Printers' Ink.

#### ADVERTISING AND SALES

Live young executive with engineering training and business experience; able to analyze problems and bring results. Box 937, care Printers' Ink.

#### YOUNG ADVERTISING EXECUTIVE OF PROVEN ABILITY

Asst. Advertising Manager of a concern doing 15 millions annually desires change for excellent reasons. Experience embraces planning and executing successful national campaign, originating sales and merchandising plans, creating printed matter of all kinds, dealer helps and dealer co-operative work. Age 25, married, in Class 4. Starting salary \$3,000. Box 951, P. I.

Young woman with four years' agency experience, typewriter and bookkeeper, thoroughly familiar with all office details of agency work. Take entire charge of books, prepare trial balances, etc. Box 954, Printers' Ink.

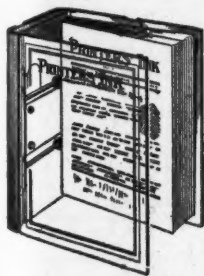
#### Assistant to Busy Manager

Can handle correspondence, office detail, printing, cuts, typewrite. Age 18. Real opportunity sought. Box 952.

#### I BELIEVE IN MYSELF

I am a young man, 28 (low draft number), with a keen mind—the ability to write acceptable copy and executive possibilities. Willing to stick my nose into a mire of detail work with frequent rays of advertising sunshine. Write Box 916, Printers' Ink.

## Binders for PRINTERS' INK



PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue as received, can be securely fastened in the binder by a very simple arrangement and will open like a book with all inside margins fully visible.

**\*65 Cents Each**  
postpaid

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.**

185 Madison Avenue, New York

\*Where two or more are ordered at the same time, the price is 60c. each.





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we have the  
largest staff  
of *recognized*  
Poster Experts  
backed by the  
facilities and  
equipment to  
enable you to  
get the utmost  
efficiency out  
of the Poster  
Medium  

Thos. Cusack Company

CHICAGO

NEW YORK

*Largest Advertising Company in the World*

**You can not afford to buy advertising in the year 1918 without consulting the 36-page statistical record of markets and media just issued by The Chicago Tribune. Write for the**

**BOOK OF FACTS**  
**on Chicago newspaper advertising and The Chicago Territory.**

**A complete, authoritative exposition of the things you want to know.**

**The Chicago Tribune**

**(The World's Greatest Newspaper)**

(Trade Mark Registered)